



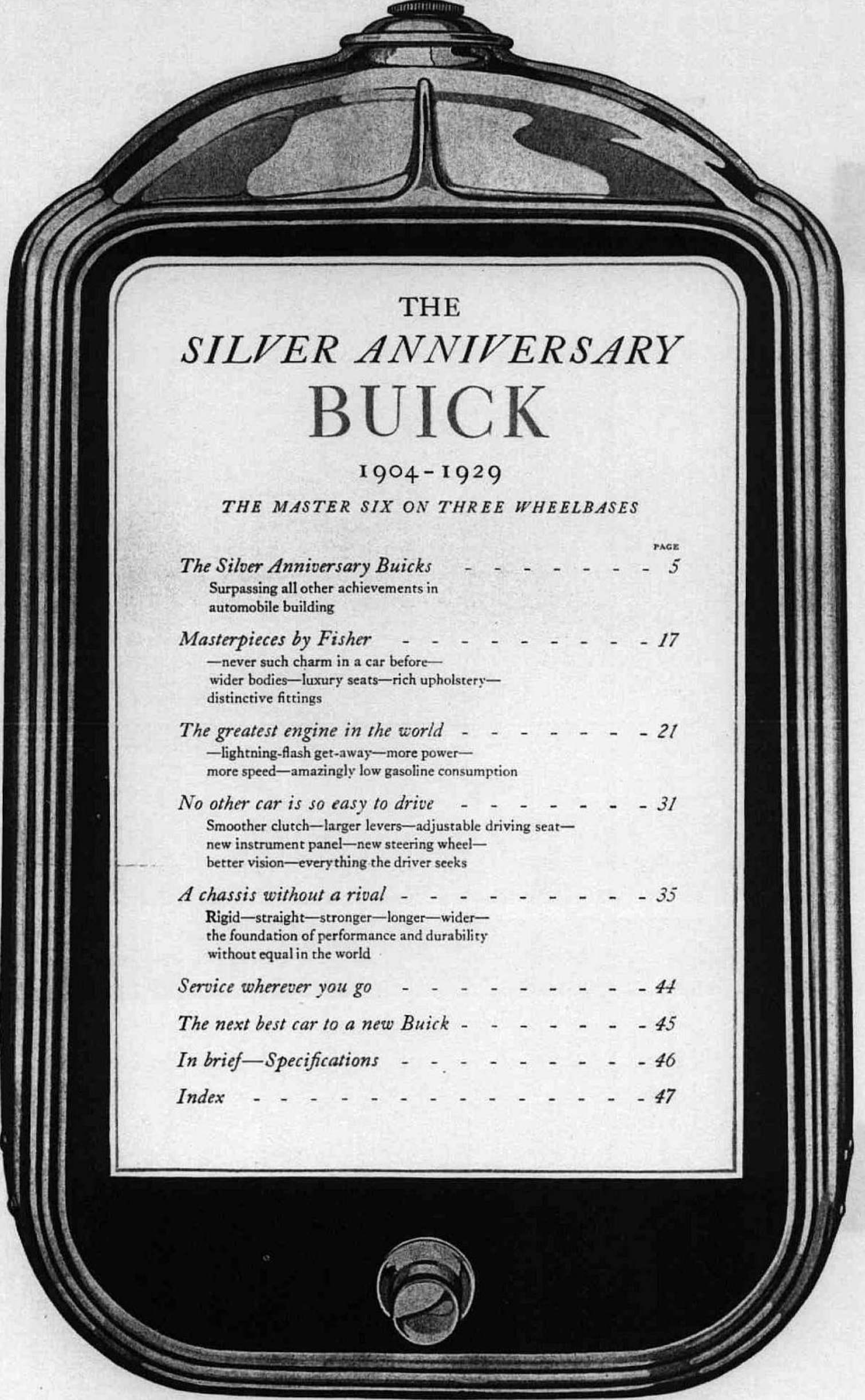
THE SILVER ANNIVERSARY

BUICK

1904-1929

The Master Six

ON THREE WHEELBASES



THE *SILVER ANNIVERSARY* BUICK

1904-1929

THE MASTER SIX ON THREE WHEELBASES

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THE SILVER ANNIVERSARY BUICK

The crowning achievement of twenty-five years of leadership in the automobile world—the Buick Master Six on three wheelbases, powered by the famous Buick Valve-in-Head six-cylinder engine



TO MARK BUICK'S SILVER ANNIVERSARY 1904-1929

*Buick presents the greatest automobile value
in motoring history*

More than anyone else, Buick owners will take pride in the celebration of Buick's Silver Anniversary. It is fitting that they



should do so, because Buick's steady growth and advancement have been due, in no small measure, to the loyalty of Buick owners. The faith that owners have shown in Buick throughout the years, the enthusiasm with which they have helped to spread the story of Buick value, and the interest they have shown in the steady development of Buick principles, have been constant sources of inspiration to every member of the Buick organization.

PRESENTING to the public the greatest automobile value in the world's history—the Silver Anniversary Buick, the Master Six on three wheelbases, with lightning-flash get-away, more power, more speed, more beauty, more luxury—this is Buick's method of marking the Silver Anniversary of the Buick Motor Company.

NOWHERE in the world is there a car that can compare with this new Buick. It is the crowning achievement—the masterpiece—of twenty-five years' effort. Every Buick has been a good Buick since Buick began building automobiles. But the Silver Anniversary Buick is by far the greatest of them all—greater in power, greater in beauty, greater in luxury, greater in convenience, greater in value, greater in every detail.

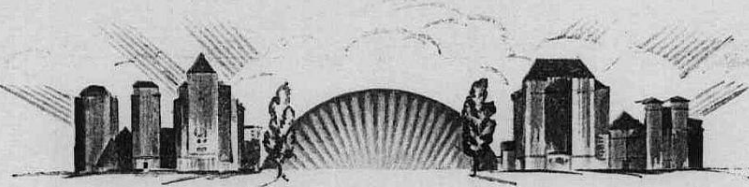
IN no more fitting way could Buick mark the twenty-fifth milestone in its history than by presenting this masterpiece of masterpieces—the Silver Anniversary Buick, the Master Six on three wheelbases. Here is a car that is built for today, a leader in the modern spirit, but drawing from a rich background of twenty-five years the basic features essential to dependable, uninterrupted operation.

This is the Silver Anniversary not only of the Buick car but of the nation-wide Buick Sales and Service Organization as well. In the ranks of Buick distributors and dealers, there are many who have been with Buick since the beginning, and others who have represented Buick for nearly as long a time. When you buy from a Buick dealer you are deal-



ing with a man who is in business to stay and who looks to the future. These worthy representatives of a worthy product share in Buick's resolution to give the motoring world greater value and service than it has ever known before.





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ADVANCEMENTS

The SILVER ANNIVERSARY Buick

THE MASTER SIX ON THREE WHEELBASES

ENDURING BEAUTY

LIGHTNING-FLASH GET-AWAY AND ACCELERATION

POWER FOR THE STEEPEST HILL AND THE LONGEST RUN

EASY PARKING · EASY STEERING · EASY DRIVING

SMOOTHNESS ON EVERY ROAD

GASOLINE PUMP

ADJUSTABLE DRIVING SEAT

BODIES · MASTERPIECES BY FISHER

ELECTRIC, DOUBLE-BLADE WINDSHIELD WIPER

COMFORT AND LUXURY IN EVERY MILE

SCORES OF ADVANCEMENTS

WHEN BETTER AUTOMOBILES ARE BUILT · BUICK WILL BUILD THEM

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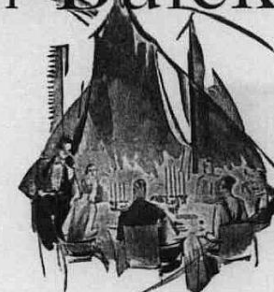
SCORES OF ADVANCEMENTS

WHEN BETTER AUTOMOBILES ARE BUILT · BUICK WILL BUILD THEM

The SILVER ANNIVERSARY Buick



*The Master Six
on three wheelbases—surpassing
all other achievements in
automobile building*



LIGHTNING-flash get-away and acceleration. Tremendous increase in power. Greater speed. Unrivalled hill climbing ability. To many motorists these will be the outstanding facts about the Silver Anniversary Buick—the Master Six on three wheelbases. Yet these are but a few of a host of equally amazing advancements. They typify, rather than sum up, the points of superiority that make this new Buick the greatest value the world has ever seen.

Who, for instance, can express in percentages the greater beauty, the greater comfort, the greater luxury of this new Buick? There is no mathematical formula that can express these facts. Yet these very things, equally with remarkable mechanical advancements, make the Silver Anniversary Buick the sensation of automobile history.

Engine larger in every detail

Buick has never been content with half measures. In achieving increased power it has made advancements and improvements in practically every unit of the Buick car.

The new Buick Valve-in-Head six-cylinder engine is larger in every detail. It has a larger bore and stroke, improved camshaft and valve mechanism, better carburetion, improved intake manifold and improved fuel

supply system in the form of a gasoline pump. The crankshaft is larger. So are the piston pins and the connecting rods. The main bearings are now steel backed.

Every gear, every nut and bolt, in the new Buick, is stronger and better.

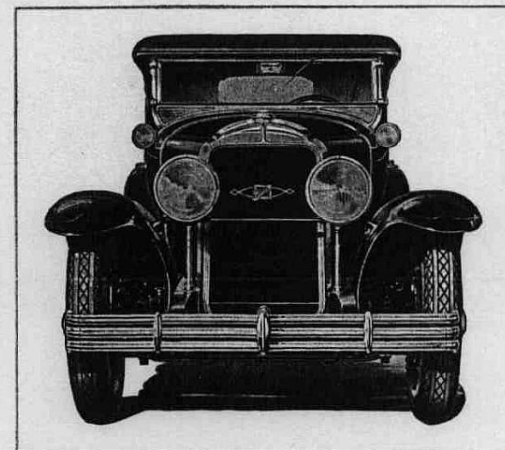
Stronger frame—little extra weight

Every other unit of the car has been advanced equally with the engine. The chassis itself is stronger and built of heavier gauge steel. Cross members have been increased in strength and new cross members have been added. The transmission, the clutch, the universal joint, every part that will be called on for harder duty, because of increased power and

speed, has been strengthened. In almost every case this extra strength has been obtained by the use of stronger, more expensive material, rather than by an increase in weight.

Gasoline pump—positive fuel supply

One of the most interesting developments is the gasoline pump. This eliminates the vacuum tank and insures proper fuel supply to the engine even under exceptional driving conditions, such as climbing long grades with the throttle wide open, or running at high speeds for long distances. It is mechanically driven and is very simple in operation.



A front view of the Silver Anniversary Buick establishes it at once as the herald of a new vogue in motor car beauty

Amazing as are these mechanical advancements they are fully equaled by the exquisite new beauty of the Silver Anniversary Buick. The new Buick bodies are justly named—masterpieces by Fisher. Their lines and their distinctive colors establish a new vogue.

A new vogue in automobile beauty

From every angle the Silver Anniversary Buick presents a new and distinctly individual appearance. Without resorting to startling effects that lose their charm as soon as the novelty wears off, Buick nevertheless achieves entirely new effects in motor car beauty and sets a style that is the envy of the motoring world.

From the front, one notes the deep radiator, the new radiator cap, the large, one-piece fenders, the distinctive headlamps with chrome-plated posts, the cowl lamps, and other pleasing details.

The side view is especially pleasing. The long, low lines, made possible by the Buick double-drop frame, bring out the full beauty of the rich, new Buick colors. The new front and rear fenders, the massive wheels and tires, the polished running board binding, the

new sun visor and the deep, rounded body and roof lines form a picture that charms the eye.

Even from the rear the Silver Anniversary Buick has a decidedly impressive appearance. Few cars can meet the test of such a view, but the Buick meets it superbly. For one thing, the body is two inches wider, which gives the car a low, massive appearance. The rear end of the frame and the gas tank are completely covered. A handsome new combination stop, back-up, and tail lamp is balanced by a convenient new gasoline tank filler.

From within the car, the new, massive appearance is equally apparent. One sees the full chrome-plated cowl band, the large cowl lamps, and the new lines of the hood. Driver and passengers share the beauty that is so apparent to onlookers. The pleasure of every mile is heightened.

New cowl ventilators for closed models

Equaling the mechanical advancement and the new beauty, an amazing new degree of luxury and convenience is found in the Silver Anniversary Buick. All closed models now have—in addition to the famous

Fisher vertical ventilating windshield—ventilators on each side of the cowl. These are easily opened or closed by a slight pressure of the foot. They bring a new luxury to motoring by admitting a cooling current of air where it is most needed—around the lower part of the driving compartment.

More head room

There is more head and seating room in the new Buicks. Rear seats are two inches wider, which provides ample room for three passengers. Across the front, too, the bodies are wider, giving added vision. The front compartments are completely trimmed. All the closed models have adjustable driver's seat, operated by a simple turn of the handle, so that it is not necessary for driver or passenger to move while the seat is being adjusted. There is a new instrument panel, longer and more convenient operating levers, a new accelerator foot rest, and a new steering wheel. Rich upholstery and carpets are set off by new design body hardware that makes the interiors of the cars equally as distinctive as the exteriors.

The Master Six on three wheelbases

All the Silver Anniversary Buicks have the same uniform design. They differ only in wheelbase and engine size. Otherwise they are identical. Every one embodies the same basic principles, every one shares in the advancements that make the Silver Anniversary Buick the greatest automobile value that the world has ever seen.

Basic Buick features retained

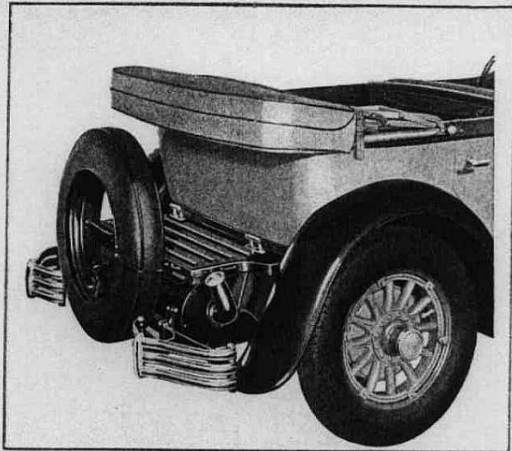
Another important point to remember is that while interest is now centered

on these important new Buick developments, the Silver Anniversary Buick retains the basic features that have built Buick fame in the past. It is powered by the Buick Valve-in-Head six-cylinder engine. It has the Buick counterbalanced crankshaft; the Buick crankcase ventilator, that eliminates oil dilution; the triple seals for the engine, air cleaner, gasoline strainer, and oil filter; rubber mountings for the engine; automatic carburetor heat control; the Buick multiple disc clutch; the Buick torque tube drive; the Buick sealed chassis, protected at every point against water and other foreign matter; the Buick floating type rear axle; the Buick double-drop frame; the Buick four-wheel brakes and the Buick cantilever rear springs.

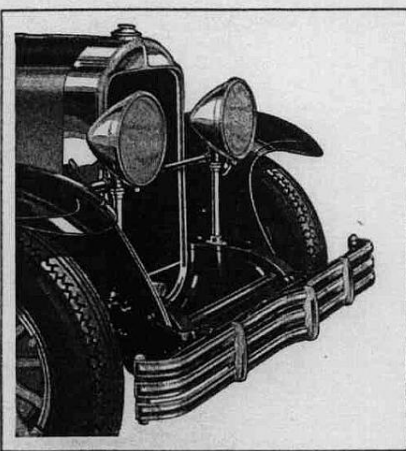
These basic features, combined with the important advancements, without question place the Silver Anniversary Buick far in advance of contemporary automobiles. Following pages will tell you about these advancements in greater detail. But to appreciate them fully you must drive and own a Silver Anniversary Buick.

Buick, therefore, cordially invites you to join the ranks of Buick owners and Buick enthusiasts. Drive today in one of the Silver Anniversary Buicks.

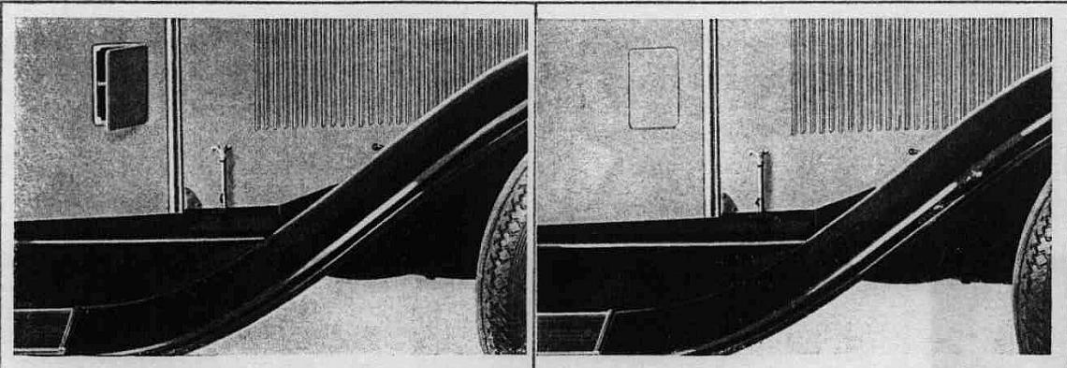
Test out this wonderful new car under all kinds of conditions. See how it meets the challenge of the steepest hill—how it flashes away in the lead when the traffic light changes. Steer it. Park it. You will find pleasure in every moment you are at the wheel and you will be anxious to have for your very own a Silver Anniversary Buick. Choose today the model you like best. A new motoring experience awaits you.



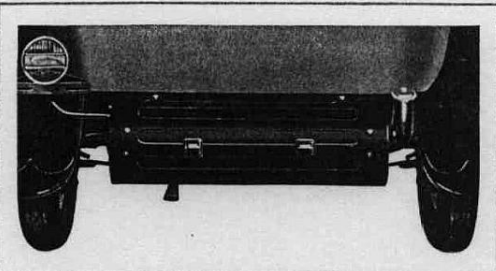
Handsome, sturdy, folding trunk racks are not only convenient but add a smart, distinctive touch to appearance. Each model has, as extra equipment, a rack especially designed to harmonize. Standard equipment on Models 51 and 55



The new Buick headlamps, rigidly mounted on chrome-finished posts, are typical of the new beauty of the Silver Anniversary Buick. The new bumpers, which are extra equipment, add greatly to smart appearance



Side cowl ventilators are one of many new features. They are opened or closed by a touch of the foot. When open they admit a cool stream of air around the floor of the driving compartment—a new luxury in motoring

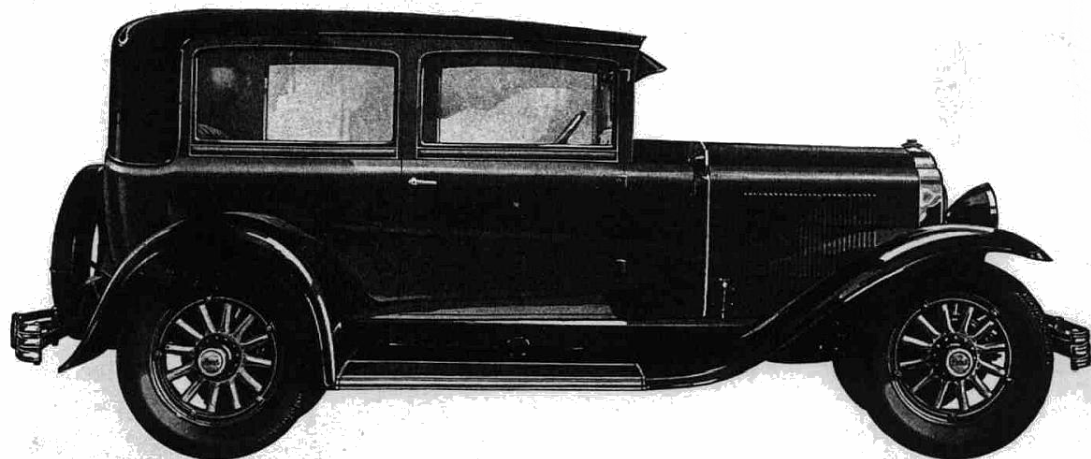


The gas tank and the entire rear end of the frame have a neat covering, enclosing all castings and rivets. Neat wings close the opening between the rear fenders and the gas tank cover. The new tank filler has a polished metal cap and balances the new design back-up, stop, and tail lamp

The Buick MASTER SIX Sedan

Five-passenger two-door • 116-inch wheelbase

MODEL 20



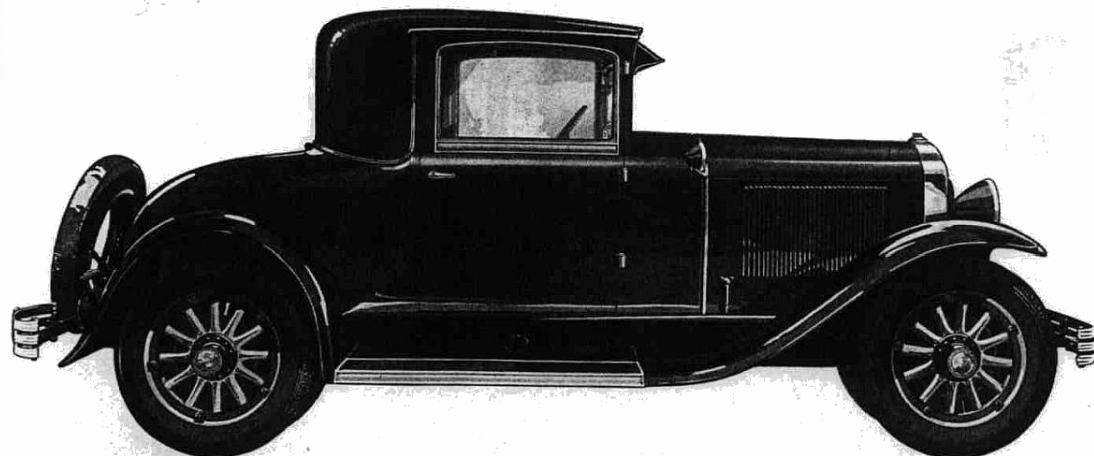
Smart and distinctive, yet adaptable to all kinds of service. Adjustable driver's seat like all the closed Buicks. Wider rear seat. More head room. Walnut-finished mouldings. Mohair plush upholstery. Deep velvet pile carpet. These are some of the high lights of value in this Buick

Bumpers and spare tire are extra equipment

The Buick MASTER SIX Business Coupe

Two-passenger • 116-inch wheelbase

MODEL 26



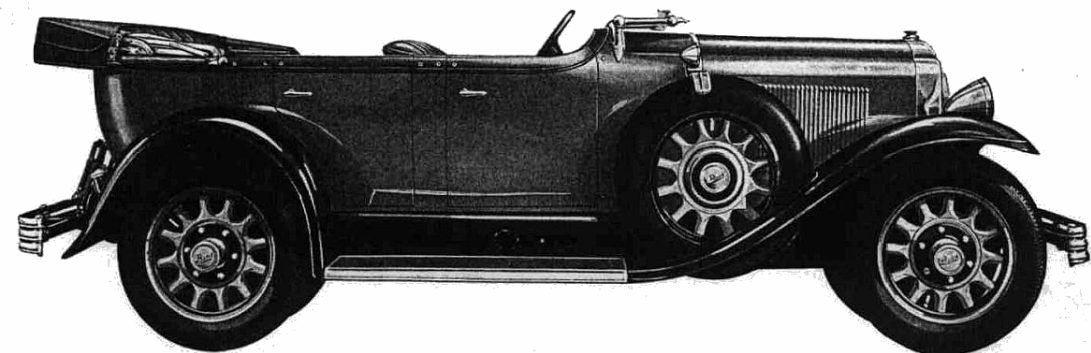
Ample carrying space in the rear deck makes this car attractive to many motorists. The deep, cushioned seat is wider and is adjustable. A smoking set is mounted in the door. The owner will take pride in the smart lines and the attractive colors

Bumpers and spare tire are extra equipment

The Buick MASTER SIX Phaeton

Five-passenger • 116-inch wheelbase

MODEL 25



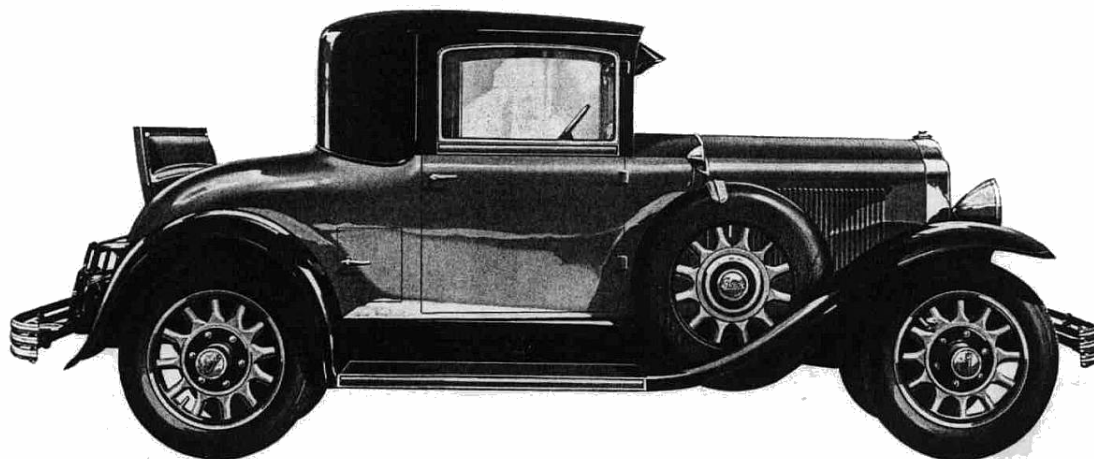
Top down, windshield folded forward, this Buick Phaeton is ready for a lightning-flash get-away, and a thrilling run on the open road. Trimmed in special finish leather, with a wealth of chrome-finished trimming to set off its smart lines and colors. The ideal open car

Bumpers, spare tire, side tire carrier, trunk rack, and wood artillery wheels are extra equipment

The Buick MASTER SIX Special Coupe

Four-passenger • 116-inch wheelbase

MODEL 26S

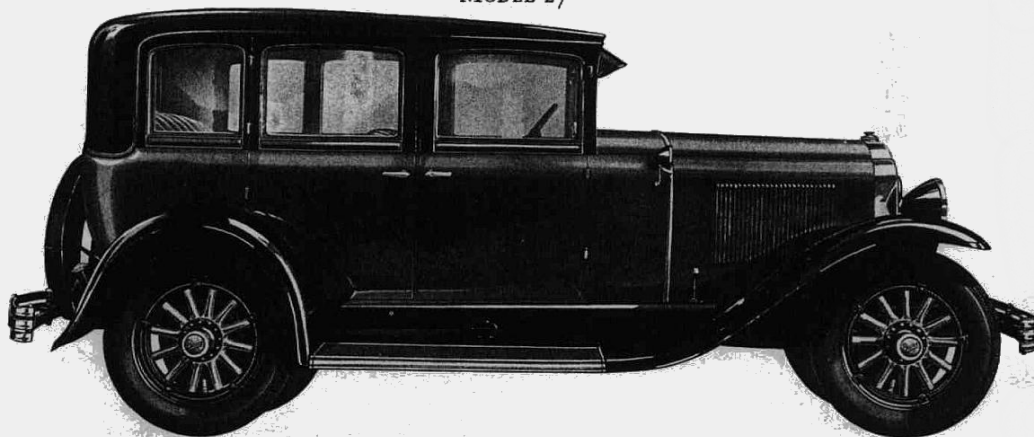


Here, at moderate price, is a sport model of unrivaled charm. The rear compartment has a leather covered seat, is fully trimmed, and provided with a rubber mat. The driver's seat is adjustable and is upholstered in plush. Unquestionably this is the last word in de luxe Coupes

Bumpers, spare tire, side tire carrier, trunk rack, and wood artillery wheels are extra equipment

The Buick MASTER SIX Sedan
Five-passenger four-door • 116-inch wheelbase

MODEL 27



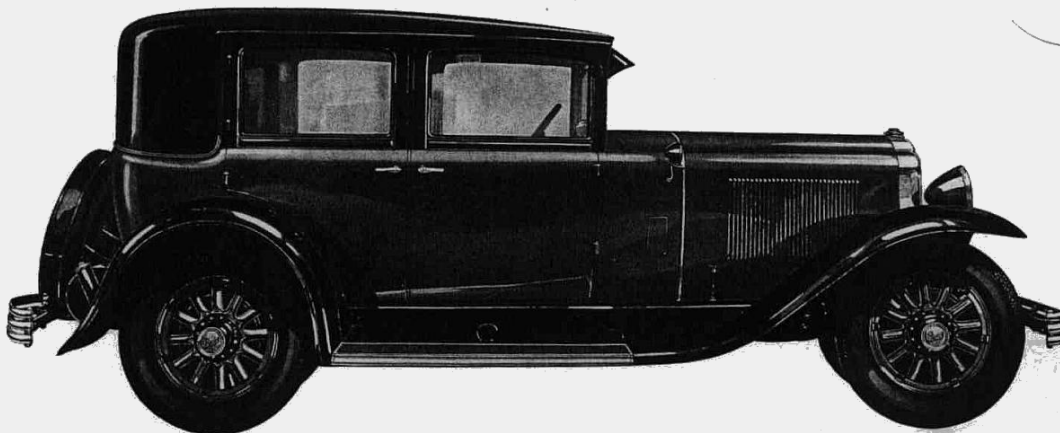
The four large doors and the roomy rear compartment of this model give it a strong appeal. There is a new robe rail, new polished foot rest and other fittings essential to good appearance and comfort. Only another Buick can equal this car in value

Bumpers and spare tire are extra equipment

The Buick MASTER SIX Close-coupled Sedan

Five-passenger four-door • 121-inch wheelbase

MODEL 41



The companionable seating arrangement of this Buick makes possible the use of an attractive trunk rack and trunk, so that parcels and luggage need not get in the way of passengers. Ash trays in both rear doors indicate the detailed completeness of its equipment

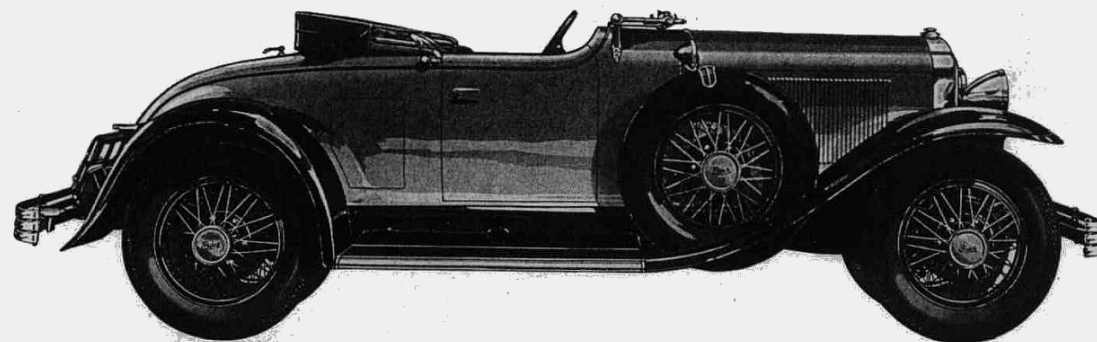
Bumpers and spare tire are extra equipment

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The Buick MASTER SIX Sport Roadster

Four-passenger • 121-inch wheelbase

MODEL 44



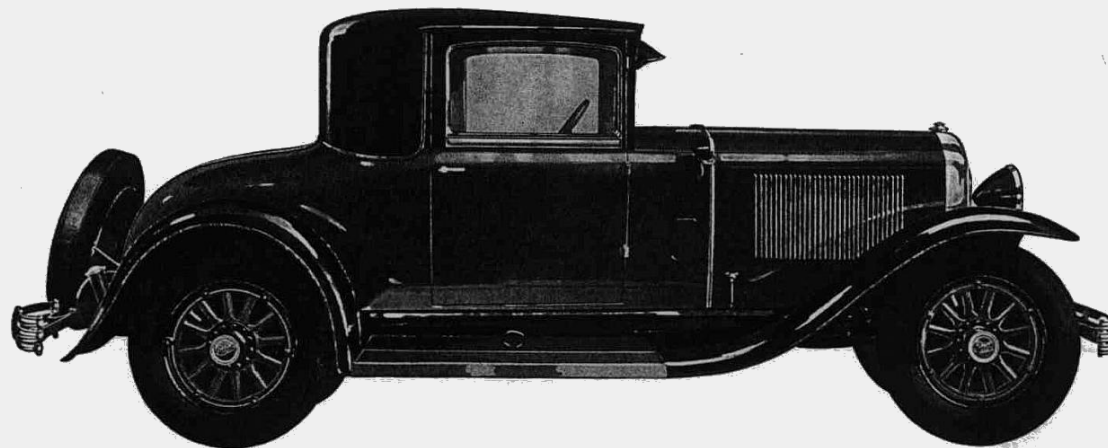
Low and long, with smart, well balanced lines, this Buick sport model is outstanding for its racy appearance and performance. It has side cowl ventilators, full ventilating windshield, and a fully trimmed rear deck with comfortable seat

Bumpers, spare tire, side tire carrier, trunk rack, and wire wheels are extra equipment

The Buick MASTER SIX Business Coupe

Two-passenger • 121-inch wheelbase

MODEL 46



The roomy rear deck of this smart Coupe has a wide door hinged at the front for easy access. Ample head room, a wide, adjustable seat, a smoking set, walnut-finished trim, and mohair plush upholstery are other distinguishing features. One of the most popular of Buick models

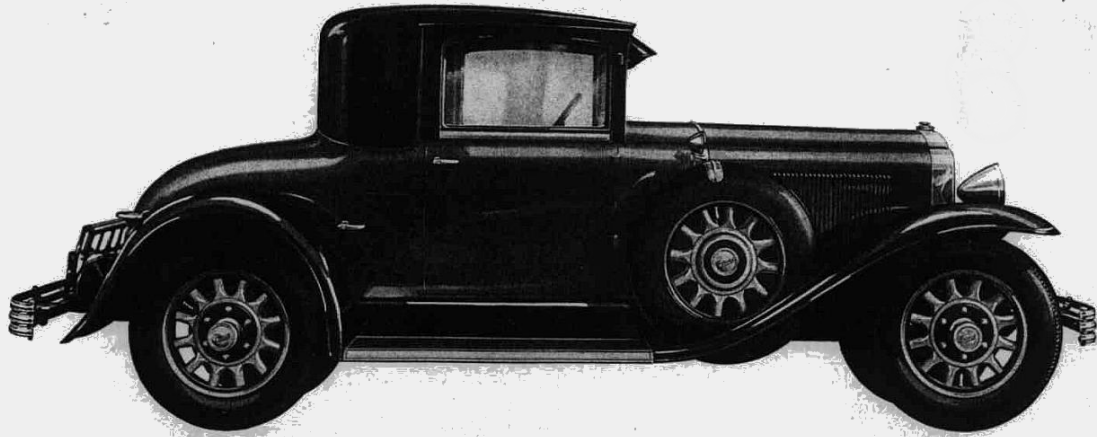
Bumpers and spare tire are extra equipment

- [11] -

The Buick MASTER SIX Special Coupe

Four-passenger • 121-inch wheelbase

MODEL 46S



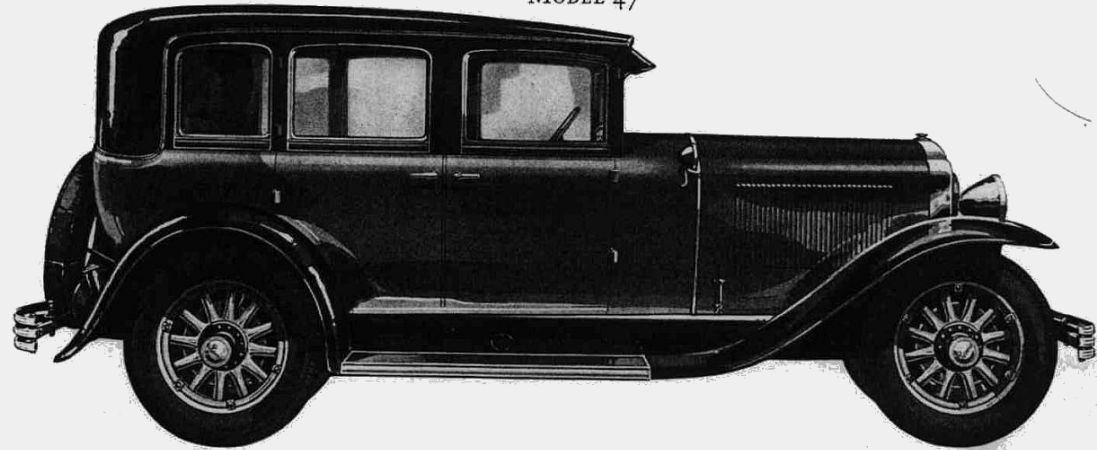
A more charming four-passenger sport model than this would be difficult to imagine. Study its racy lines. Try its wide, adjustable driving seat, and the wide, leather covered deck seat. It will make you long to swing out on the open road to test its eager spirit

Bumpers, spare tire, side tire carrier, trunk rack, and wood artillery wheels are extra equipment

The Buick MASTER SIX Sedan

Five-passenger four-door • 121-inch wheelbase

MODEL 47



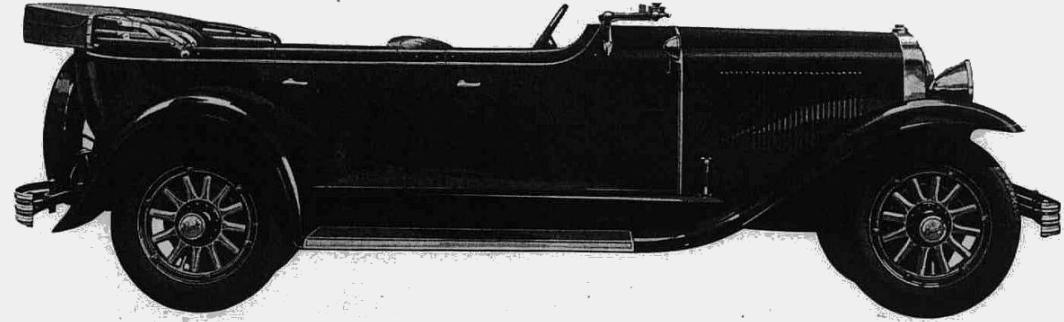
Instinctively one compares this Buick to a fine home for it embodies the same high standards of taste. Roominess, wide seats, rich upholstery and carpeting give it an inviting charm. Full vanity case equipment indicates the completeness of its furnishings and appointments

Bumpers and spare tire are extra equipment

The Buick MASTER SIX Touring

Seven-passenger • 129-inch wheelbase

MODEL 49



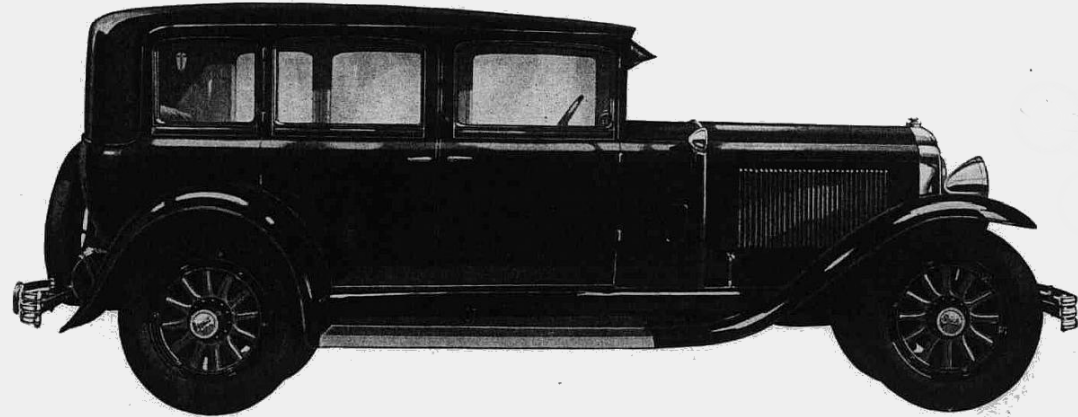
The growing popularity of open cars can readily be understood when such models as this are available. Long wheelbase and extra wide seats combine to give it luxurious roominess. Its low, sweeping lines are accentuated by the folding windshield. It sets a new vogue in open cars

Bumpers and spare tire are extra equipment

The Buick MASTER SIX Sedan*

Seven-passenger four-door • 129-inch wheelbase

MODEL 50



Minor details, perhaps, best indicate the charm and luxury of this Buick. For instance, rear corner lamps are automatically lighted by opening the door; there is a new vanity case; decorative panels for the doors; an all metal foot rest; and a convenient robe rail of new design

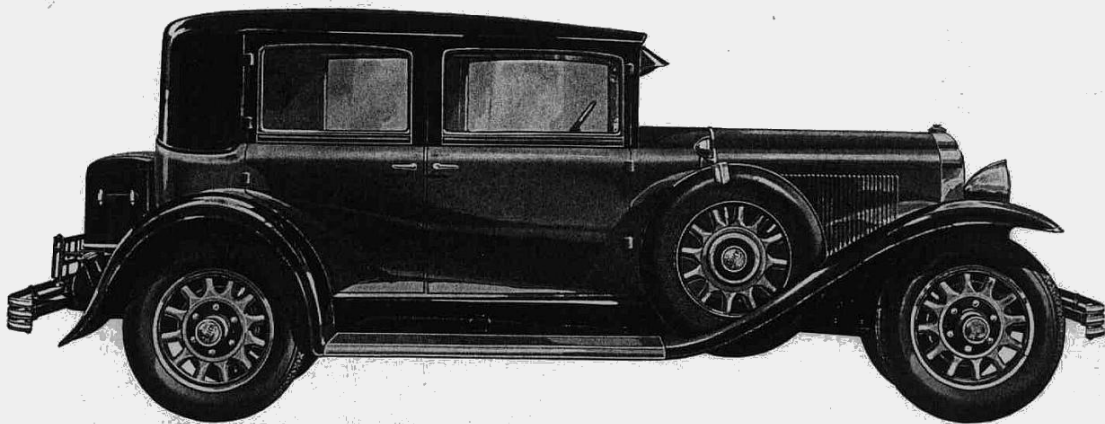
Bumpers and spare tire are extra equipment

*This model is also furnished as a Limousine (Model 50L) with a glass partition which can be raised or lowered in the back of the front seat

The Buick MASTER SIX Close-coupled Sedan

Five-passenger four-door • 129-inch wheelbase

MODEL 51



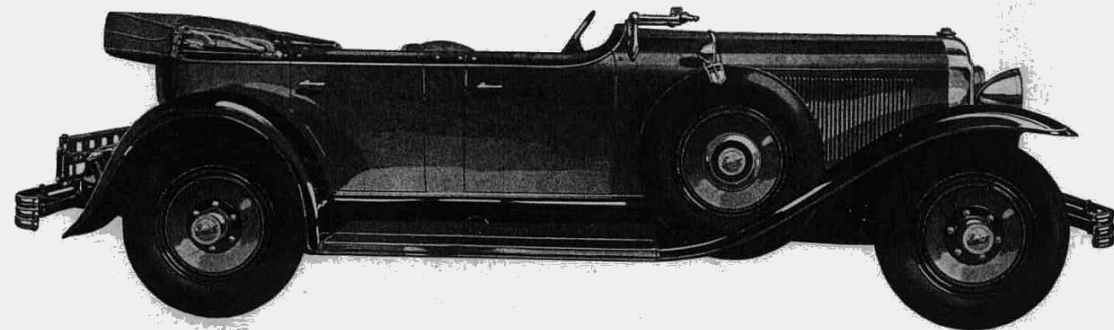
There is a distinct air of friendliness and good fellowship about this close-coupled Buick. It sets a style that undoubtedly will be widely copied. It has room for a smart trunk and its wide doors, its extra wide seats, and its ample head room indicate the motoring luxury it offers

Bumpers, spare tire, side tire carrier, trunk, and wood artillery wheels are extra equipment

The Buick MASTER SIX Sport Phaeton

Five-passenger • 129-inch wheelbase

MODEL 55



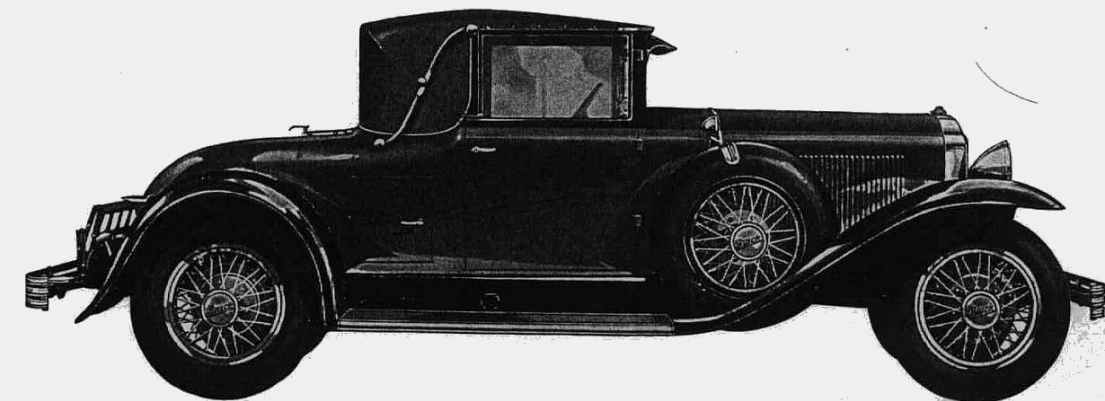
Sparkling appearance and spirited performance—the two chief essentials in a sport car—are apparent here to a degree that only Buick has achieved. The trunk rack is typical of the complete equipment. The wide, deep seats are covered with special finish leather

Bumpers, spare tire, side tire carrier, and disc wheels are extra equipment

The Buick MASTER SIX DeLuxe Convertible Coupe

Four-passenger • 129-inch wheelbase

MODEL 54CC



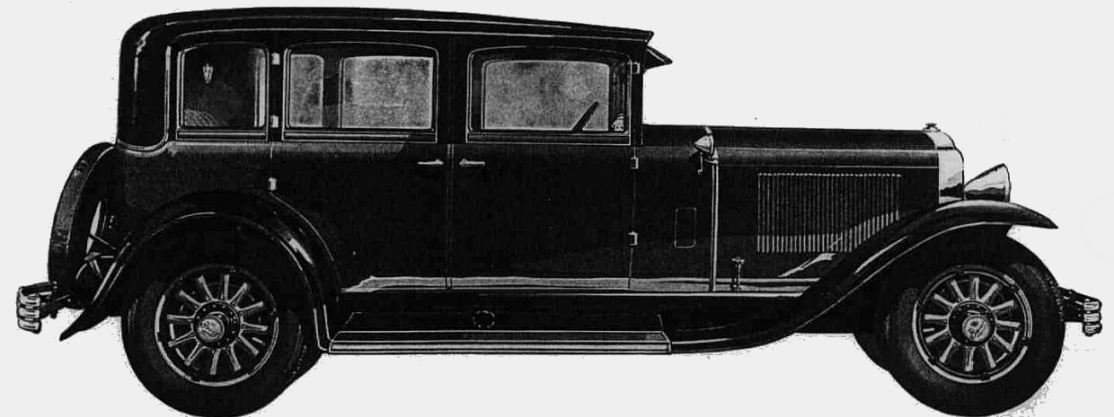
Here is the ideal combination of the open and the closed four-passenger car. The top folds down easily and compactly so that the car always has a smart, finished appearance. Both the rear deck seat and the adjustable driver's seat are finished in leather

Bumpers, spare tire, side tire carrier, trunk rack, and wire wheels are extra equipment

The Buick MASTER SIX Sedan

Five-passenger four-door • 129-inch wheelbase

MODEL 57



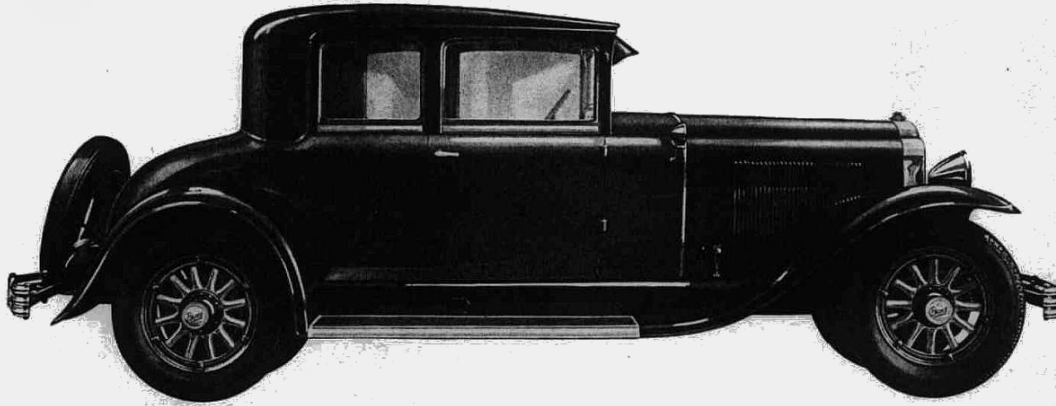
Built on a 129-inch wheelbase this five-passenger model has roominess that means comfort for every mile. Its appointments are in keeping with this basic luxury. It has corner lights with automatic door switch, new vanity case and scores of details that make it an amazing value

Bumpers and spare tire are extra equipment

The Buick MASTER SIX Coupe

Five-passenger • 129-inch wheelbase

MODEL 58



The smartness inherent in the Coupe is here combined with ample room for five passengers. It is a deluxe car in every way with walnut-finished door panels; corner lights, and superior upholstery. Easily handled and parked, it has lightning-flash get-away and acceleration

Bumpers and spare tire are extra equipment

New BEAUTY and LUXURY

DISTINCTIVE NEW COLOR COMBINATIONS	NEW, SPECIAL CUSHIONS BUILT OVER LUXURY TYPE SPRINGS
BODIES—MASTERPIECES BY FISHER	SIDE COWL VENTILATORS
NEW RADIATOR DESIGN	DOUBLE-BLADE ELECTRIC WINDSHIELD WIPER
NEW BODY LINES	MORE HEAD ROOM
NEW ROUNDING ROOF LINES	WIDER SEATS
NEW FENDERS	LONGER OPERATING LEVERS
NEW LIGHTS	NEW DESIGN ACCELERATOR
DEEP RUNNING BOARD BINDING	NEW INSTRUMENT PANEL
NEW SUN VISOR	HYDROSTATIC GASOLINE GAUGE
NEW DESIGN HUB CAPS	NEW STEERING WHEEL AND CONTROLS
ADJUSTABLE DRIVING SEATS	SCORES OF OTHER FEATURES

MASTERPIECES by FISHER

*Never such charm in a car before—wider bodies—
luxury seats—rich upholstery—distinctive fittings.*

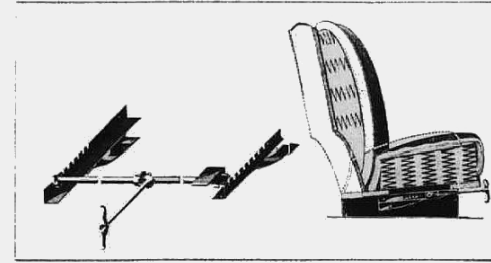
The master work of master craftsmen

THE Silver Anniversary Buick establishes not only an entirely new vogue in outward appearance but also sets an entirely new standard for car interiors. Never before has there been such beauty, such refinement, such luxury as the Silver Anniversary Buick offers. Truly, these are masterpieces by Fisher—the greatest builder of automobile bodies in the world.

Roominess—the first essential to true comfort and luxury—is found in the Buick to a marked degree. Bodies are wider so that three passengers can occupy back seats without a hint of crowding, and there is more head room, too.

Longer wheelbase—more room

The wheelbase of every model is longer, which assures ample room for the feet—a feature that will be especially appreciated on long rides. The driving compartments are marvels of efficiency and of the comfort and neatness that go with efficiency and that make the Buick so desirable. They are completely finished, including a neat rubber mat for the floor. The instrument panel is indirectly lighted, and is arranged so that the speedometer is directly in front of the



Without disturbing driver or passenger, the driving seat of the new Buick can be adjusted. This is done by simply turning a handle. The mechanism is sturdy and simple and needs no attention. The picture at the left shows the adjusting mechanism. The other picture a sectional view of the seat in the extreme forward position

driver in plain view. Operating levers are longer and a new design accelerator foot rest is provided.

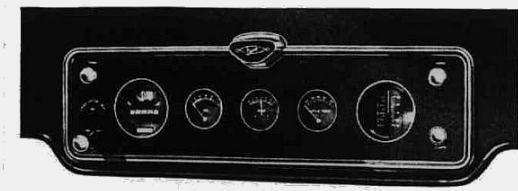
Side cowl ventilators

Among the outstanding features are the new side cowl ventilators. These are opened or closed by slight pressure of the foot. They admit a cooling draught of air around the floor of the driving compartment, a luxury that every driver will appreciate in warm weather. This feature is typical of Buick's efforts to make motoring more enjoyable.

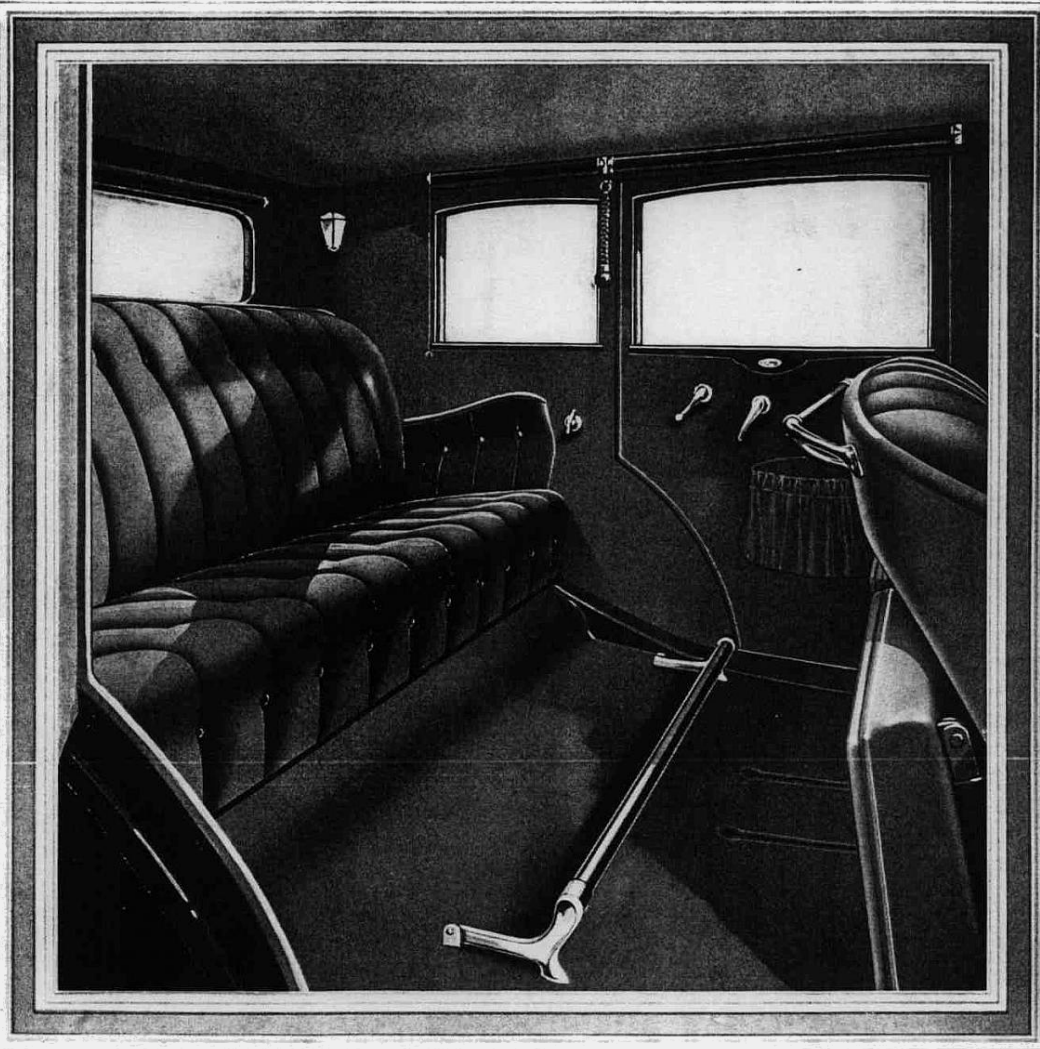
Adjustable driver's seat

Another important feature of the Silver Anniversary Buick is the adjustable driver's seat. By simply turning a handle the driver can move the seat into the position most comfortable for him, and it is not necessary for him or the passenger to be disturbed. The adjustment mechanism is very simple and sturdy and requires no upkeep or attention. It makes possible an adjustment in the position of the seat, sufficient to assure comfort for every driver under all driving conditions.

Such features as these typify the luxury and refinement of the Silver Anniversary Buick.



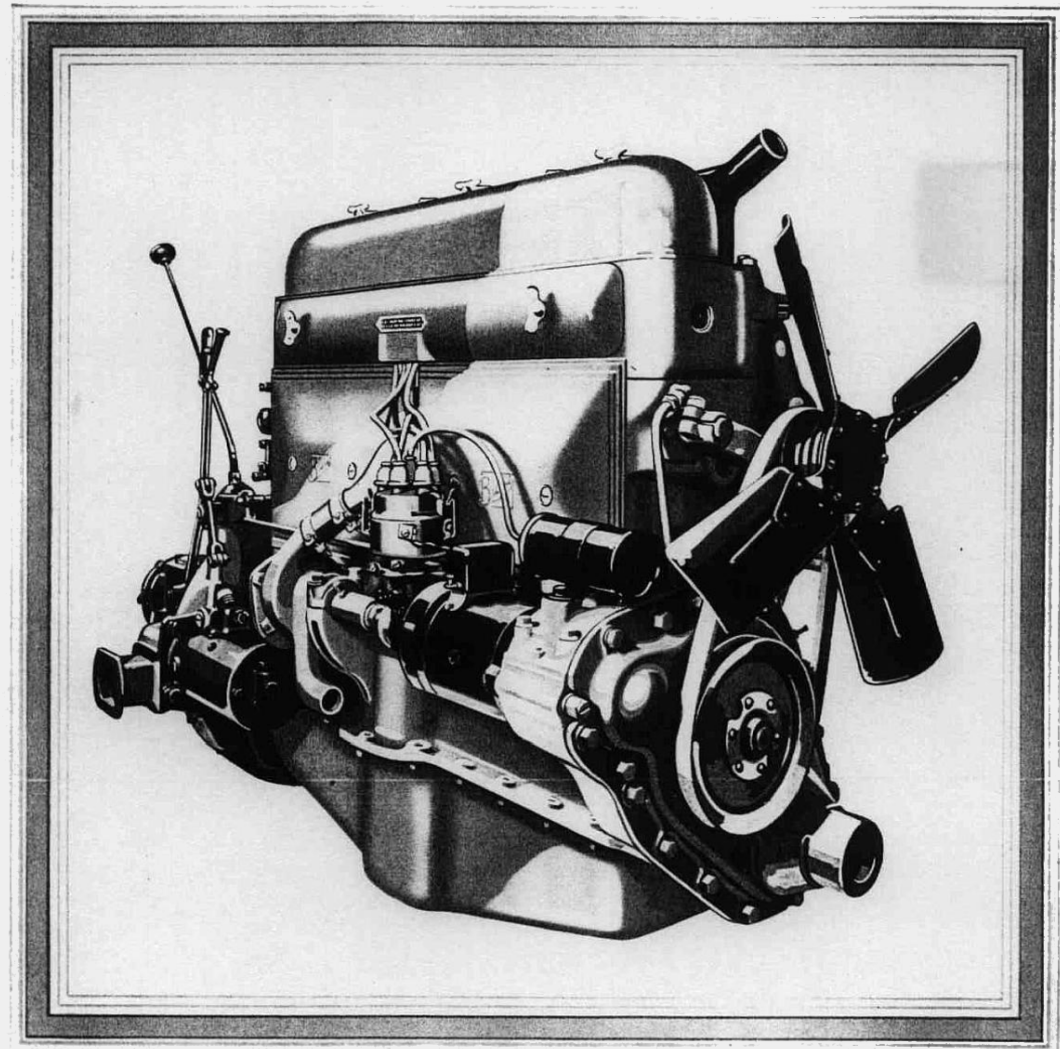
The design of the new instrument panel is typical of the new Buick beauty. The instruments have been rearranged so that the 90 miles-an-hour speedometer is directly in front of the driver. A new type, hydrostatic gasoline gauge is included, and also an ammeter, an oil pressure gauge, and a water temperature gauge. Both direct and indirect lighting add to the convenience of driving



LUXURY

—more than ever before

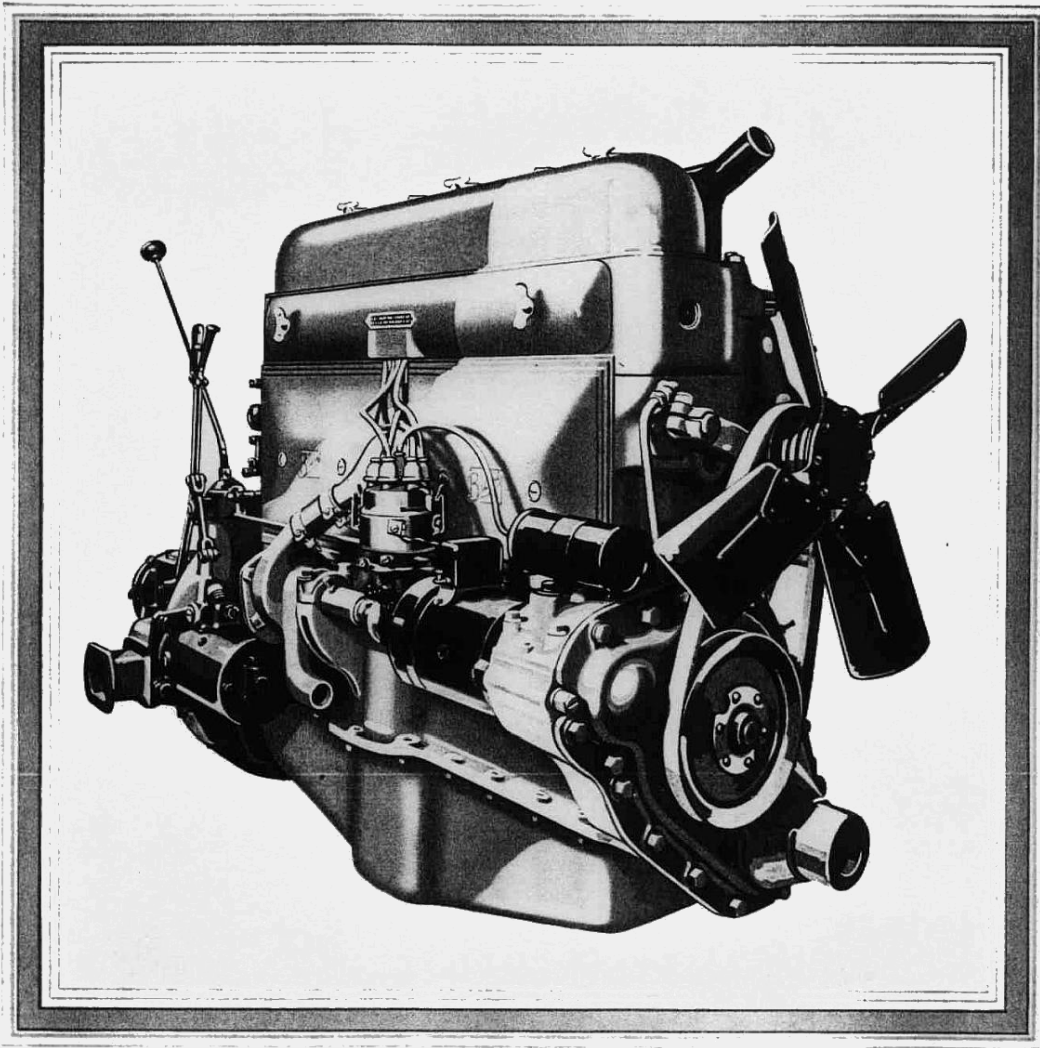
The charm and luxury of the Silver Anniversary Buick are apparent from this view. Rich upholstery—thick carpets—specially padded seat, built over cushion springs—new robe rail—new foot rest—new design hardware—and, most important of all, extra width—and ample headroom and legroom; these make the new Buick supreme in comfort and appearance. Walnut-finished trim adds a note of contrast and smartness, and scores of other details reveal the care and skill that make Buick an outstanding leader.



POWER

—without equal in the world

Get-away like a flash—more power—more speed, and minimum gasoline consumption—the crowning triumph of the Buick Valve-in-Head engine principle. No other engine in the world of equal size produces as much power with such economical gasoline consumption. Three-point suspension, rubber mountings, a torsion balancer, and absolutely correct balance of all working parts, make its performance vibrationless beyond belief. An air cleaner, an oil filter, and a gasoline strainer give it thousands of miles of extra life.



POWER —without equal in the world

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Greatest ENGINE in the World

Lightning-flash get-away—more power—more speed—amazingly low gasoline consumption—balanced for performance—vibrationless beyond belief

FAMOUS for twenty-five years for its power, economy, and performance, the Buick Valve-in-Head engine has now been developed to the point where it is, without question, the greatest automobile engine in the world.

No other engine of the same size is so powerful, so efficient, so economical, so dependable.

Get-away like a flash

Lightning-flash get-away and acceleration, marvelous hill climbing ability, more speed, and tremendous increase in power—these are the contributions that the Buick Valve-in-Head six-cylinder engine makes to the Silver Anniversary Buick.

Time-tried principles have been developed still further and no expense has been spared in reaching the goal.

Increased bore and stroke

On the 116-inch wheelbase models the cylinder bore has been increased from $3\frac{1}{8}$ inches to $3\frac{5}{8}$ inches; the stroke from $4\frac{1}{2}$ inches to $4\frac{5}{8}$ inches. This increases the piston displacement from 207 cubic inches to 239 cubic inches. It increases horsepower from 63 to 74. The maximum speed is well over 70 miles an hour.

Speed for every need

On the 121-inch and 129-inch wheelbase models the cylinder bore has been increased from $3\frac{1}{2}$ inches to $3\frac{3}{4}$ inches and the stroke from $4\frac{3}{4}$ inches to 5 inches. This increases the piston displacement from 274 cubic inches

to 309 cubic inches. It increases the horsepower from 77 to 90 $\frac{1}{2}$. The maximum car speed is well over 75 miles an hour.

The engine torque, which affects acceleration and hill climbing ability, has been raised from 146 foot-pounds to 172 foot-pounds on the 116-inch wheelbase models and from 185 $\frac{1}{2}$ foot-pounds to 215 foot-pounds on the 121-inch and 129-inch wheelbase models. Never before has there been a car with such magnificent hill climbing ability.

Neatness coupled with efficiency

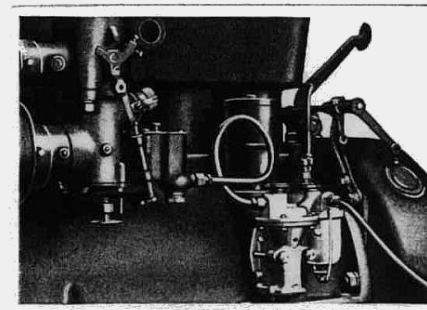
This increased power and efficiency can be sensed from the very appearance of the engine. Raising the hood discloses a massive, well ordered power plant as neat in appearance as the exterior of the car. Every working part is protected from water and dirt. The rocker arm covers are provided with baffles so that there is no oil leakage at high speeds and the clean, neat appearance of the engine is retained indefinitely. Another point that will be noted is the strengthening

of the crankcase. Ribs on the crankcase walls reinforce the main bearings, affording a very rigid construction which contributes to quiet operation.

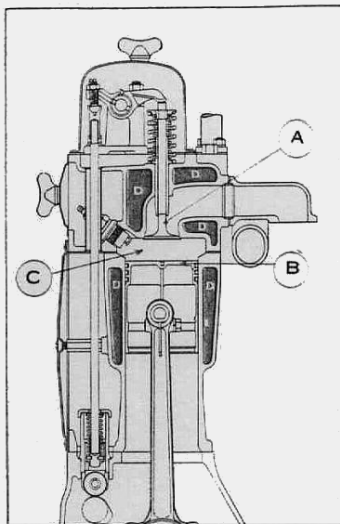
Five important developments

In addition to increased bore and stroke, other features that have contributed to Buick's wonderful increase in power are:

1. A mechanically driven gasoline pump, assuring a positive supply of fuel under all conditions.



A gasoline pump eliminates the vacuum tank on the Buick. It never needs to be primed and it assures a proper flow of fuel to the engine, at all speeds, and especially on long grades. It is operated from the camshaft of the engine and, therefore, is always in proper coordination



The Buick Valve-in-Head principle can readily be understood by studying this diagram. Note that the valves (A) are in a straight line above the pistons (B), in the center of the combustion chamber (C). Exhaust gases are quickly and easily expelled and there is a minimum of water-jacketed

space (D), fifty to sixty-five per cent less than in other types of engines. Consequently there is much less loss of heat and power. This is one of the reasons why the Buick Valve-in-Head six-cylinder engine produces more power than any other engine of equal size and uses a minimum of gasoline and oil.

Buick VALVE-IN-HEAD principle

IN the Silver Anniversary Buick a new triumph is achieved by the Buick Valve-in-Head six-cylinder engine. A tremendous increase in power has been obtained and gasoline consumption has been kept at a minimum.

No other engine of the same size produces as much power.

This amazing efficiency is due to the Buick Valve-in-Head principle of engine construction.

The automobile engine is a heat engine. It develops its power by converting gasoline into heat. It is the expansion of heated gases resulting from each explosion in the cylinders that supplies the impulses necessary to run the engine. Unfortunately it is impracticable to use all the heat generated by the

engine for power. Unless some means of cooling the engine is used the heat becomes so great it is destructive.

In the Buick engine, the valves are located in the head of each cylinder. As the cylinder is water-jacketed no extra water jacketing is needed. In other types of engines the valves are located in a large pocket at the side of each cylinder. Extra water jacketing is needed and, therefore, heat is wasted.

Another advantage of Buick's Valve-in-Head principle is that the valves being directly above the pistons, the dead, exhaust gases are quickly and easily expelled instead of being forced around corners. These advantages result in maximum power with minimum fuel consumption.

Continued from Page 21]-

2. New design camshaft, giving greater valve opening and quieter operation.
3. Larger crankshaft with heavier counterweights and torsion balancer, assuring smooth operation.
4. Improved carburetor and manifold.
5. Improved main bearings, steel-backed, interchangeable. These are remarkably long-lived and free from trouble—an outstanding Buick development.

The Buick gasoline pump

The gasoline pump is typical of advancements that Buick has brought to the motorist. It replaces the vacuum tank and gives even better performance. Furthermore the gasoline pump does not have to be primed. It is so designed that fuel is supplied to the carburetor after the engine is turned over by the starter only a few times.

The gasoline pump is mechanically driven from the camshaft of the engine so that its operation is positive under all conditions. It assures ample fuel, when the car is climbing long grades with the throttle wide open, or is running at high speeds for long distances.

Crankshaft strength increased

The bearings of all models have been increased in diameter. The cheeks have also been increased in thickness to afford greater stiffness. The torsion balancer and the counterweights have been increased in weight in proportion to the increased size of the crankshaft and the increased power of the engine in the Silver Anniversary Buick.

Accurate balance—smooth operation

These changes, combined with accurate balance of the pistons, connecting rods, and other working parts make the performance of the Silver Anniversary Buick smoother than ever before.

Every part of the engine shows the same marked advancement. Connecting rods are heavier and the con-

necting rod bolts have thirty-six per cent greater area and strength. Piston pins have been increased in diameter. Every possible advancement that will contribute to efficiency and power has been made.

Buick lays particular stress on correct balance of the engine parts, for by thorough study and research it has determined that this point is the true answer to operating smoothness, rather than the use of more cylinders or more bearings for the crankshaft.

Buick chooses the best type

Approaching the problem with an open mind, Buick engineers have determined that the Buick Valve-in-Head six-cylinder engine, correctly balanced so that only four main bearings are needed, is without question the most efficient type. Buick is free to choose from every type of construction and it chooses the Valve-in-Head six-cylinder type because this is the best type known to automobile engineers.

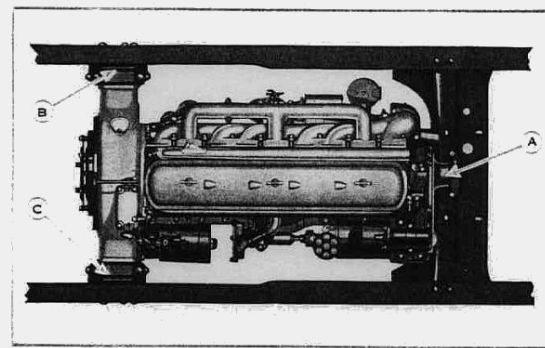
On the surface it might seem that the more cylinders an engine has, and the more bearings there are for the crankshaft, the better the engine will be. However, the question is not one of more bearings and more cylinders but of proper design and balance, which Buick has.

Balance assures smoothness

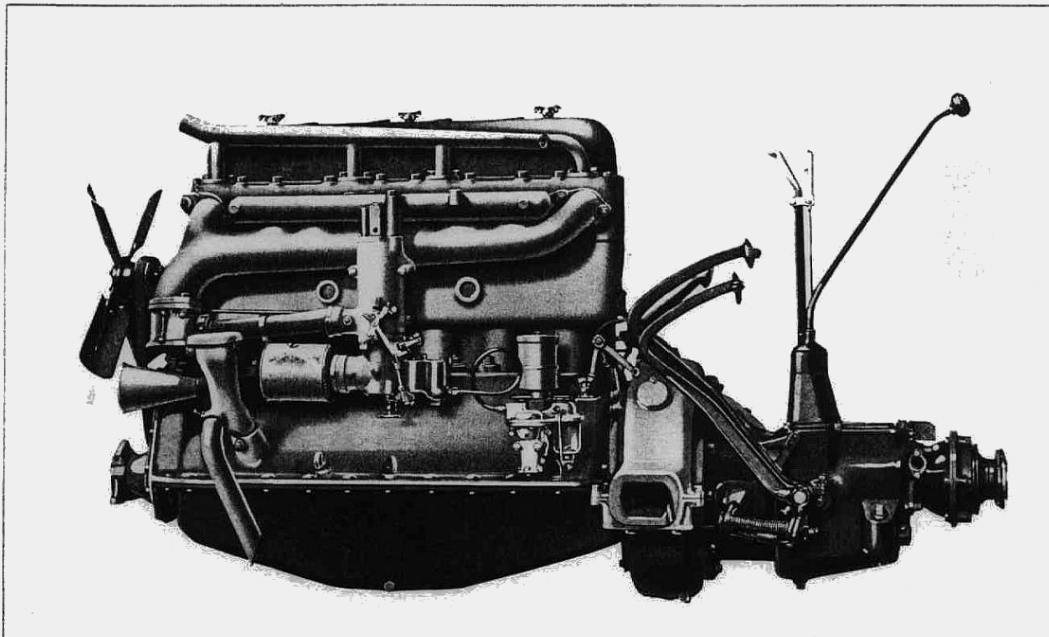
The Buick crankshaft has four large bearing surfaces. Any additional bearing surface would be superfluous. If the Buick crankshaft were smaller and lighter

more bearings would be necessary to keep it from whipping out of line. Only a sufficient amount of bearing surface is needed, which, together with Buick's properly designed and balanced crankshaft, flywheel, clutch, connecting rods and pistons, will assure smooth operation.

When the engine parts are correctly designed and balanced, as in the Buick Valve-in-Head six-cylinder engine, extra bearings and



Three-point engine suspension, as used by Buick, is the ideal mounting for an engine. It cradles the engine and protects it from the jars and shocks received by the frame. When an engine is supported at four points it practically becomes a cross member for the frame, and absorbs all the shocks that the frame receives. (A)—(B)—(C) the three points at which the Buick engine is suspended



The compactness and neatness of the Buick Valve-in-Head engine are apparent from this view of the left side, showing the improved intake and exhaust manifolds, the new gasoline pump, and the stronger crankcase. Note that the transmission is an integral part of the engine, eliminating the need for universal joints. Only one universal joint is used on the Buick and this is automatically lubricated from the transmission

extra cylinders are not needed. Buick achieves smooth performance in the only satisfactory way—by correct design of the engine in relation to all other units.

Cast-iron pistons are best

The pistons, as in former Buicks, are light weight cast-iron. This is the most satisfactory type because the cast-iron expands at the same rate as the cylinder walls. This maintains a uniform piston clearance under all operating conditions, eliminates noise, and assures long life for the pistons.

Advantages of new camshaft

The camshaft of the Silver Anniversary Buick is entirely new in design, carefully worked out to operate smoothly with the whole valve mechanism. It improves the valve timing, giving greater power; it gives a greater valve lift; reduces valve spring pressure and contributes quiet valve operation.

Both the intake and exhaust valves have been increased in diameter. The intake valves are of nickel steel and the exhaust valves of silchrome No. 1. These

materials are the best that have been produced to date for valves in high-speed automobile engines. They have the longest life and are the most satisfactory type in operation.

Valve springs are heat-treated

Another change that reveals Buick's close attention to detail is seen in the valve springs. These are made of a greatly improved material and are given a special heat treatment. They have remarkably long life and searching tests have shown them to be practically free from breakage. Another instance of Buick's attention to detail is seen in the new bushings for the rocker arms. These are steel-backed and babbitt lined. They are stronger and have longer life.

Improved carburetion and manifolding

Buick's sensational achievement, in obtaining tremendous increase in power with minimum gasoline consumption, is due, in part, to developments in carburetion and manifolding, together with improved timing advancement. These aid quick get-away.

The shape of the combustion chamber has been improved, and special attention has been given to the intake valves and passages.

Fuel economy at all speeds

There is a decidedly noticeable advancement in the functioning of the carburetor and, as a result, the Silver Anniversary Buick has a very sturdy and positive feel in traffic, and accelerates rapidly. There is maximum economy in the use of gasoline, even at the highest speeds.

The automatic carburetor heat control, which has been so successful on Buicks for past years, has been further improved to assure quick warm-up and smooth operation under the most severe weather conditions. The heat control lever on the dash will not work up or down when the car is driven over rough roads. A positive setting of the heat control valve is thus assured at all times.

An efficient exhaust system

The exhaust system as well as the intake system has been redesigned. Better engine performance and

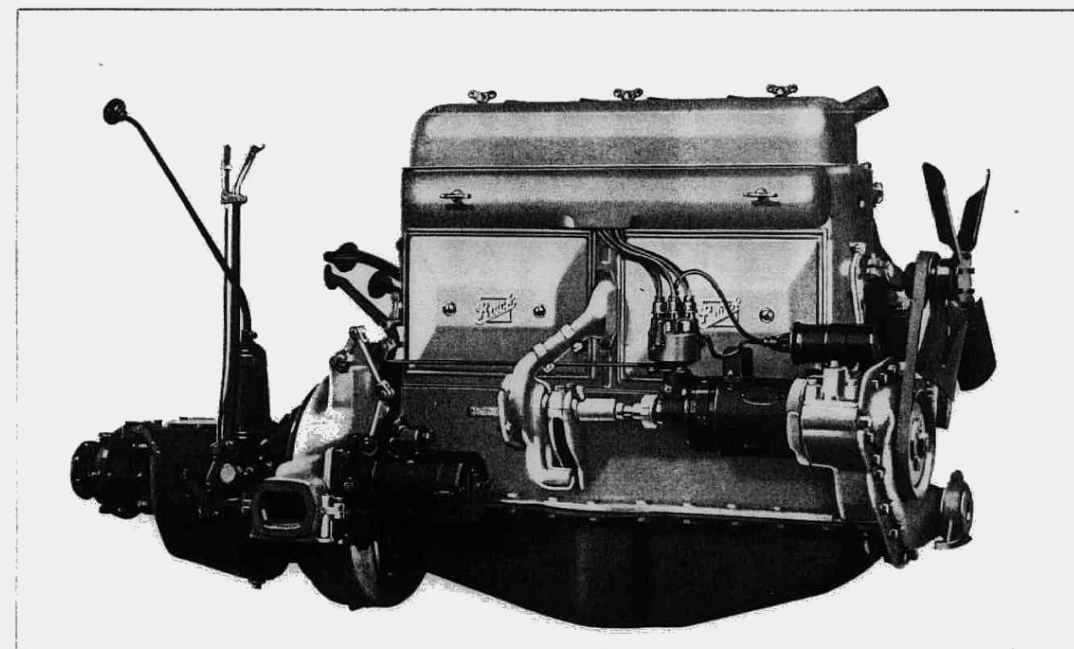
lower back pressure are obtained. The exhaust ports and the exhaust manifolds are larger, which permits a very free flow of exhaust gases and complete elimination of the burned charge on each exhaust stroke.

Improved, quiet muffler

An important contribution to performance is made by the new muffler. It silences the exhaust with very low back pressure. This is a distinct achievement, as high back pressure would reduce the power of the engine.

The new muffler has a perforated inner tube supported on two blind baffles. It is so arranged that the exhaust gas must pass in and out of the inner shell twice in going through the muffler. At the rear end, final silencing is obtained by an improved expansion chamber and nozzle. This is exceptionally efficient and is typical of the advancements offered in the Silver Anniversary Buick.

It reveals that in increasing the power of the engine Buick was not content with a few minor changes but brought every part of the car into correct relation. Thus the Silver Anniversary Buick is truly a new car in every respect. It follows the principles that Buick



Neat covers protect all the working parts of the Buick. The rocker arm covers are provided with baffles so that there is no oil leakage at high speeds, and the neat appearance of the engine is maintained. Note the new high tension insulation of the wiring, and the new mounting of the coil, giving free access to the generator

has developed during twenty-five years, but it carries them to greater heights than ever before and sets a new standard of comparison in performance.

New and larger oil pump

The advancement that makes the Silver Anniversary Buick the greatest value on the market is fully apparent in the engine lubrication system. There is a new and larger oil pump.

It will supply a sufficient amount of oil to the rods and main bearings regardless of oil temperatures. Even at low speeds maximum oil pressure is maintained. Such positive lubrication means long life and less wear for every working part.

The construction of the oil line assembly has been greatly improved. One-piece brass forgings connect the oil line and the main bearings. They resist vibration and reduce the possibility of loose joints and loss of oil.

Bigger battery— hotter spark

The electrical equipment of the Silver Anniversary

Buick shares in the advancement that makes Buick the greatest automobile value ever offered. The batteries are larger and more powerful. The ignition coil gives a hotter spark, insuring easy starting and dependable performance at high speeds. The coil is mounted on the timing gear housing, instead of on the generator, so that it does not block access to the generator.

New spark plugs

A new type of spark plug is used in the Silver Anniversary Buick. It is the metric type. It has longer life than other types. It prevents pre-ignition and it prevents overrunning of the engine. This type of spark plug has been thoroughly tested by Buick and has proved very satisfactory. New ones can be obtained

at any good service station or garage if needed. Throughout the electrical system an improved type of high tension cable is used. It has very effective insulation and guards against short circuits caused by oil, grease, and mechanical injury. This careful attention to every detail is found throughout the Silver Anniversary Buick and places it far in the lead in the automobile field—the greatest value the world has ever seen.

Double-blade, electrical windshield wiper

The windshield wiper on closed models is part of the electrical system. It has two blades, giving clear vision for driver and front seat passenger. As it is electrically driven the cleaning blades maintain a constant speed. Increasing the speed of the car does not reduce the speed of the wiper. A very small amount of power is required to operate the wiper and, since it is only in operation when the engine is running and the generator is charging, it never causes a drain on the battery. The switch that controls the wiper

operates in unison with the ignition switch so that the wiper is always shut off when the ignition is turned off. There is no danger of draining the battery through neglect in shutting off the wiper.

New V-type fan belt

Detail after detail reveals the money and effort that Buick has spent to make the Silver Anniversary Buick the greatest automobile value of all time. A V-type fan belt, for instance, is used. Another important advancement is found in the starting gears. The tooth design has been changed and this, with the increased strength of the battery, gives much greater cranking power, assuring easy starting even in cold weather. The timing gears, too, have been increased in diam-

eter and width so that they are extremely quiet and remarkably free from wear.

Three-point engine suspension

While these almost countless advancements are noted, it is important to remember that the basic design of the Buick Valve-in-Head six-cylinder engine remains unchanged. All those features that have contributed to Buick fame in the past are retained.

The famous Buick three-point suspension is used for the engine. This is the only ideal engine mounting. It prevents frame distortions, due to road conditions, being transmitted to the engine. When an engine is supported at four points it becomes, in effect, a cross member for the frame and helps to absorb all the shocks that the frame receives. This naturally places an extra strain on the engine and makes it more liable to defects and injuries.

Rubber mountings for engine

The Buick engine is completely insulated from the frame by rubber mountings, which is one reason for its quiet, practically vibrationless performance. Much research and experiment have definitely determined the proper resiliency to make these rubber mountings for the engine most effective.

Triple seals for engine

The engine of the Silver Anniversary Buick is triple sealed, having an air cleaner, a gasoline strainer, and an oil filter. The effectiveness of these Buick features has been proved by years of service. They add thousands of miles of life to all the working parts. So effective is the oil filter that it is necessary to make a complete change of oil only four times a year, although between changes oil should be added as needed.

Performance without equal

Such proved features as this, combined with scores of new developments, result in performance that is unequalled in the motoring world—lightning-

flash get-away and acceleration, performance vibrationless beyond belief—more power with minimum gasoline consumption. Truly such performance marks the new Buick Valve-in-Head six-cylinder engine as the greatest engine in the world.

Carburetor heat control

Among the important features that Buick has retained and developed is automatic control of the carburetor heat. This insures easy starting, quick warm-up, and good distribution of gas to the cylinders. In this system the heat from the exhaust gases is diverted around the chamber immediately above the carburetor, heating the gas formed by the mixture of air and gasoline as it leaves the carburetor and enters this chamber.

The valve that diverts the gas from the exhaust manifold around the carburetor opens and closes as the speed of the engine increases or decreases. In starting, and when the engine is running slowly, practically all the heat passes around the carburetor.

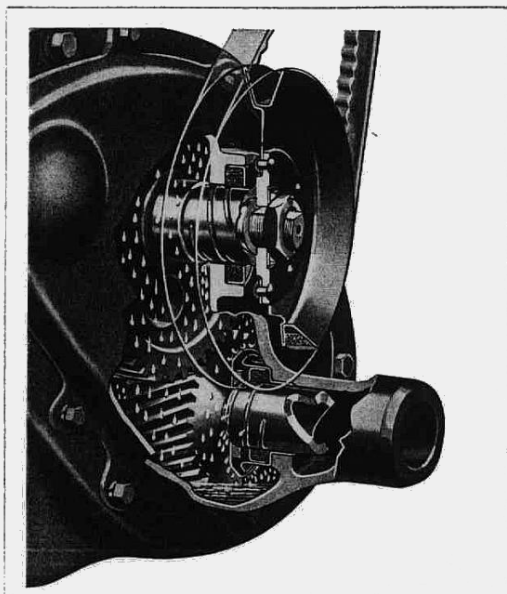
As the engine speed increases this valve opens and heat is permitted to pass out through the exhaust pipe, and does not circulate around the carburetor. If the heat were permitted to continue to pass around the carburetor at high speeds, the gas mixture would become too hot, and deteriorate in its power producing qualities, with resultant loss of power at high speeds, and when the engine is pulling hard through mud or sand, or on long hills.

The manual control

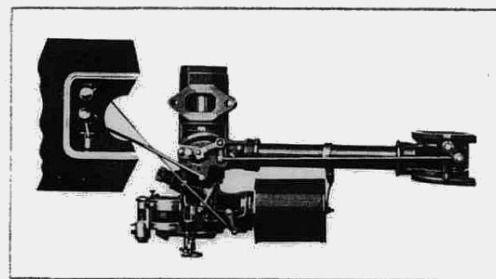
There is a manual control for the heat on the instrument board, but regardless of this control the heat is

automatically regulated by the speed of the engine. The valve in the exhaust manifold which directs the heat either around the carburetor, or on through the manifold, is connected with the accelerator lever, and is forced into open position as the acceleration is advanced.

The control on the dash should be at "heat on" position at all times when driving in traffic. Prac-



Every detail of the Silver Anniversary Buick reveals the increased value of the car. The timing gears, for instance, have been increased in diameter and width so that they are extremely quiet



Perfected carburetion plays an important part in increasing Buick power and providing get-away like a flash. The carburetor heat control cam is provided with a ratchet that prevents the heat control lever on the dash from moving accidentally. A positive setting of the heat control valve is assured at all times

tically the only function of this control on the instrument panel is to regulate the time at which the heat is cut off from the carburetor.

With this regulator in medium position, the valve regulating the heat opens at a lower speed than when at "heat on" position.

With this control in "heat off" position, or all the way down, the valve is not entirely closed, allowing some heat to pass around the carburetor, and some to pass out through the manifold. This is at low speed. But at higher speeds it cuts out the heat from the carburetor entirely, just as it does at the other positions.

A simple rule to follow in connection with the heat regulator is: When driving in traffic have the lever at "heat on" or near to it. For country driving pull the lever down to "medium" or "heat off" according to the weather. There is no difference in gasoline consumption regardless of the position of heat control lever on the instrument board.

Complete automatic lubrication

Buick's full pressure type lubrication system is another point of superiority that is apt to be overlooked in considering the many new features of the Silver Anniversary Buick.

In the Buick system oil is pumped under pressure to all main bearings, connecting rods and the overhead valve mechanism. Every working part in the Buick engine is lubricated from the main oil reservoir, eliminating the necessity for putting oil in any place except the crankcase.

Oil cushions make engine quiet

This complete lubrication accounts largely for the quietness of the Buick engine. The rocker arms and push rods are lubricated by oil circulating under pressure through the rocker arm shaft. The oil is forced under pressure across the rocker arm to the ball-and-

socket joint at the top of the push rod. The socket or cup at the top of the push rod is constantly covered with a film of oil, which acts as a cushion between the cup and the rocker arm adjusting ball, so that there is no metal to metal contact. The result is quiet operation. The oil, as it overflows from the cup, trickles down the side of the push rod, lubricating the lifter guide and roller. At this point there is a film of oil between the cam on the camshaft and the push rod roller. Any surplus oil drops into the crankcase.

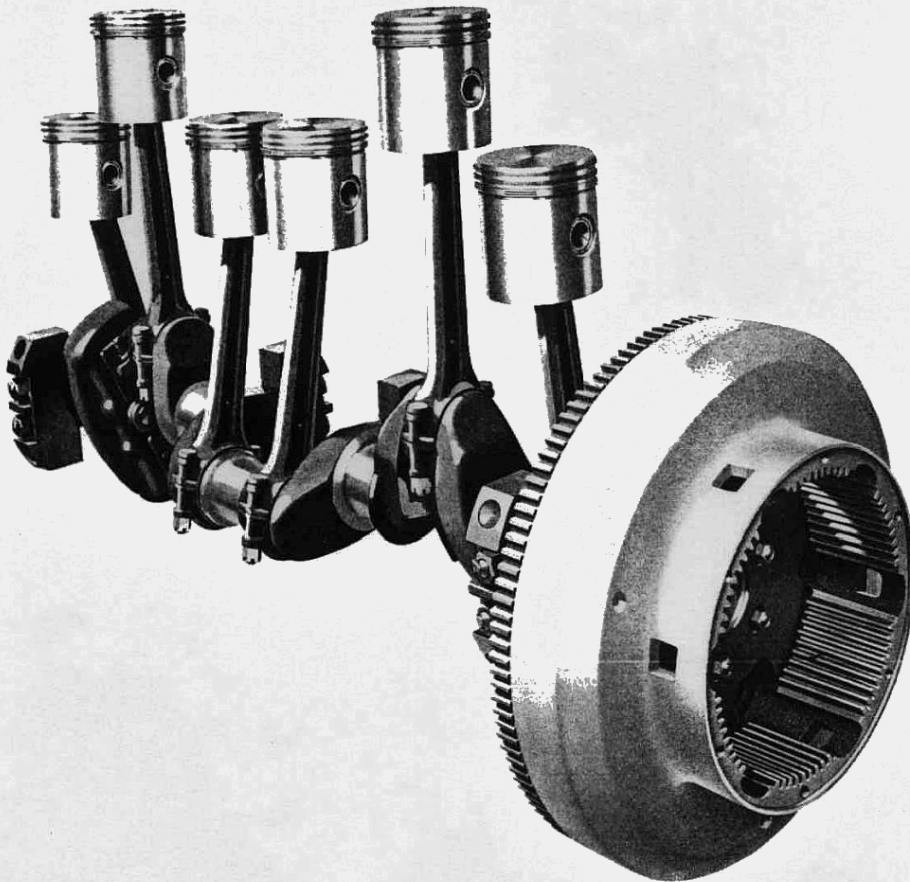
Preventing dilution of oil

Dilution of the oil in the crankcase is prevented by the Buick vacuum ventilator. This draws off the vapors which otherwise would condense and dilute the oil. Because of this, and the Buick oil filter, it is only necessary to change oil four times a year, although oil should be added as needed from time to time.

Such important, basic features as these are combined with scores of new developments in the Silver Anniversary Buick to make a car that is absolutely amazing in its performance and its value. Attention is bound to be centered at the start on the beauty of the new colors and the new lines but performance will reveal that in mechanical developments, too, the Silver Anniversary Buick is far ahead of the field.

Choose the Buick model that best suits your needs and then with day-to-day performance prove to yourself that every good thing said about the Buick, and the Buick Valve-in-Head six-cylinder engine, is true.

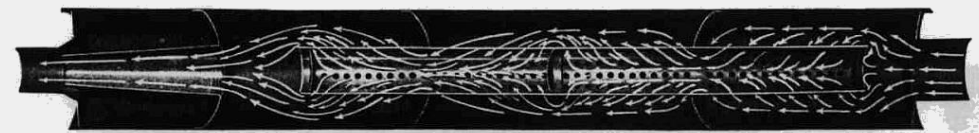
Only by experience can you fully appreciate the dependable performance that is characteristic of Buick. Until you have tried this new car you cannot know the fullest satisfaction that motoring offers. A thrill awaits you that is comparable only to the pleasure you experienced in owning your first automobile. A new motoring experience is what the Silver Anniversary Buick offers you.



SMOOTHNESS

—performance vibrationless beyond belief

Extra strength for the extra power of the new Buick engine is furnished by the Buick crankshaft. Every part is stronger and the counterweights and the torsion balancer are heavier. Correct balancing of the crankshaft and other moving parts is one reason why Buick performance is vibrationless beyond belief. Note the sturdiness of the crankshaft cheeks and of the connecting rods. The pistons are Buick's famous, light cast-iron type—the most satisfactory type because they expand at the same rate as the cylinder walls



The new Buick muffler effectively silences the exhaust without high back pressure, which would reduce the power of the engine. The perforated inner tube is supported on two blind baffles. The exhaust gas must pass in and out of the inner shell twice. Final silencing is obtained by the expansion chamber and improved nozzle



CONVENIENCE

—no other car is so easy to drive

Here is a driving compartment that calls to every lover of motoring. There is a thrill in every moment of driving—easy steering—a firm grip on the road at any speed—a clutch easy to operate and smooth as velvet—gears that can be shifted with the finger tips—longer levers—four-wheel brakes—new steering wheel—new instrument panel—adjustable seat—everything the driver seeks. Women, especially, will appreciate the ease of driving the Silver Anniversary Buick

No other CAR so *easy* to drive

*Easier to steer—easier to park—new multiple disc clutch
—more convenient operating levers—adjustable driving seats
—new instrument panel*

MASSIVE and powerful though the Silver Anniversary Buick is, no other car is so easy to drive. Women especially appreciate the ease with which it steers and the minimum effort required for shifting gears and applying Buick four-wheel brakes.

The Silver Anniversary Buick is easy to park. It takes corners with hardly an effort on the driver's part. No other car is so ideal for city driving.

On the open highway the Silver Anniversary Buick is equally supreme. It has magnificent roadability. Road shocks and shimmy are eliminated and the car holds the road at any speed without taxing the efforts of the driver.

Smooth, brilliant performance

Get-away like a flash is followed by smooth, brilliant performance that literally eats up the miles. Hills, rough roads, bad weather—none of these slow up the Buick in its swift, spirited dash to the appointed goal. The driver exults in every moment that he is at the wheel.

Every mile of the journey is smooth. Cantilever rear springs (the best type known) are specially designed for each Buick model in proportion to the weight of the body. In combination with hydraulic shock absorbers front and rear they afford riding ease that is almost unbelievable. No matter what the speed, or how rough the road, driver and passengers feel secure.

They forget mechanical details and are conscious only of swift, smooth flight amid ever changing scenes—the true delight of motoring.

Why Buick is easy to drive

The chief reasons why the Silver Anniversary Buick is so easy to drive are these:

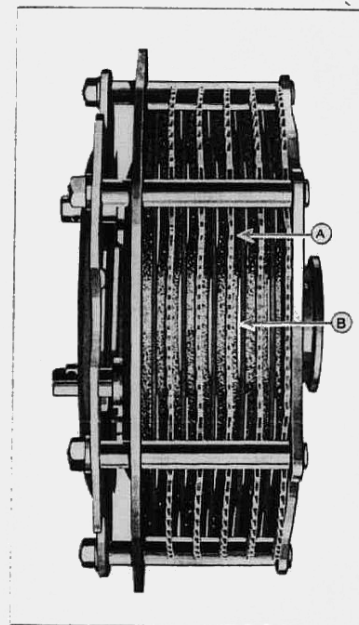
- the Buick type steering gear.
- the Buick multiple disc clutch.
- the Buick transmission.
- the convenient Buick control levers.
- Buick clear vision.
- comfortable, adjustable driving seat.

Improved steering gear

The famous Buick steering gear has been greatly strengthened and improved. It is the worm and split nut, semi-irreversible type, fitted with ball bearings. There are five bearing surfaces between the worm and the groove in the split nuts, distributing the wear over a large area and reducing it to practically nothing.

Guides are provided for the half nuts so that they move in an absolutely straight line and assure uniformly easy turning effort throughout the whole turning

radius. These are points that few people observe, and Buick could have used much less expensive methods, but Buick believes in keeping faith in these unseen, but important, details, as well as in other points that are readily noticeable. That is why Buick value is so outstanding as to be without a rival.



Waves are formed in the driving discs of the clutch. Instead of all the facing immediately coming into contact with the driven disc, it touches only at the top of each wave. As the spring compresses the plates further it brings the full surface into contact. One point of contact is shown at (A), a point not in contact, at (B)

The longer you drive a Buick, the more apparent its value becomes.

New steering wheel

A further contribution to easy steering is made by the new, large steering wheel which is finished in nickel. The hub is exceptionally large and has a massive, sturdy appearance. In addition it protects the control levers so that it is impossible for the driver to catch his fingers between the control levers and the steering wheel spokes. The control levers have been redesigned to harmonize with the body hardware.

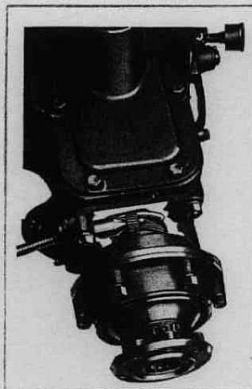
A clutch with velvet smoothness

The Buick clutch is the multiple disc dry plate type. Very little foot pressure is required to operate it, yet it is very positive in action. Advancements have now been made which make its engagement still smoother and eliminate all possibility of grab and chatter.

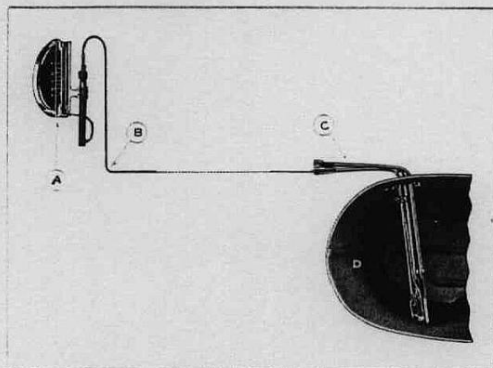
The Buick clutch has ten friction plates and only light spring pressure is necessary. Single plate clutches have only one friction surface and need a very heavy spring to make this effective. Consequently they are harder to operate and wear down much faster than the Buick clutch in which the wear is spread over ten plates.

Why Buick clutch is smooth

In the new Buick multiple disc clutch, waves are formed in each driving disc to which the clutch facings are riveted. When the clutch is engaged the facing, instead of immediately coming in full contact with the driven disc, touches only at the top of each wave. Then as the clutch spring still further compresses the plates it gradually



The speedometer driven gear is integral with the cable in the new Buick. This is a very positive and accurate type of drive



The gasoline gauge of the Buick is the hydrostatic type and has no moving parts to wear or stick. The picture shows (A) the gauge on the instrument board; (B) the air line leading to the gasoline tank; (C) the fuel supply pipe; and (D) the unit of the gauge in the gasoline tank. Air pressure instead of a float operates the gauge which, therefore, is always accurate

brings the full surface of the facings into contact. The result is smooth, soft engagement that gives a new delight to driving.

Finger tip gear shifting

The Buick transmission has been increased in strength in proportion to the increased power of the engine. It is the selective, sliding gear type with three speeds forward and one reverse. It is built as an integral part of the engine, eliminating the need for universal joints. It is designed with such precision that the gear shift lever can be moved with the tips of the fingers. This is especially appreciated by women and by everyone who drives where traffic demands frequent gear shifting. It is a pleasure to drive a Buick because a Buick meets today's motoring needs.

Longer operating lever

Both the gear shift lever and the hand brake have been lengthened, and redesigned to make them more accessible to the driver, greatly improving their appearance as well. Details like these show how carefully Buick studies motor car construction from the driver's viewpoint so that developments can be made

which, although not seemingly of great importance, really add immensely to the pleasure and satisfaction of driving. Such points as these make Buick the ideal car on the market today.

New instrument panel

The instrument panel is new in design and arrangement. It is finished in black with nickel trimming and the instruments are arranged with special attention to visibility. The speedometer, for instance, is directly in front of the driver, where he

can see it easily without changing his position. Both direct and indirect lighting are furnished and there is an attractive cover for the instrument lamp, bearing the Buick monogram. The panel includes a speedometer, an ammeter, an oil gauge and a hydrostatic gasoline gauge.

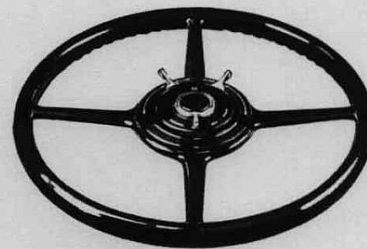
New gasoline gauge

The gasoline gauge is a new type—the best on the market. It is a hydrostatic type and was tested by Buick for several years before being adopted for the Silver Anniversary Buick. It is simple in construction and has no moving parts to wear or stick, and requires no adjustment.

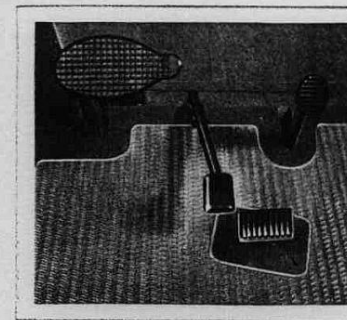
Thus detail after detail reveals Buick's successful efforts to afford the motorist greater value than ever before. No point has been overlooked that would contribute to complete motoring satisfaction.

No other car is so easy to drive

Wider bodies, affording clearer vision—deep, luxurious driving seats, adjustable for greatest comfort—side cowl ventilators, cooling the driving compartment better than ever before—these, and the fact that no other car is so easy to drive, assure a wealth of new motoring joys for the owner of a Silver Anniversary Buick. Every happy mile will confirm the statement that here is the greatest automobile value the world has ever seen. Every day of ownership will bring out new points of Buick value and confirm the good judgment that led to the purchase of a Silver Anniversary Buick. Another important contribution to the pleasure of driv-



The steering wheel is finished in nickel and has an exceptionally large hub. This gives a massive appearance and protects control levers so it is impossible to catch the fingers between the levers and the spokes of the wheel. The steering gear half nuts have a three-point support. This assures uniformly easy steering throughout the whole turning radius



The accelerator pedal and foot rest are designed so that the foot can be shifted to avoid tiring on long trips. This is another indication of how Buick studies every detail of comfort and convenience

ing is made by Buick four-wheel brakes. They assure a quick but smooth stop and give confidence in driving in any kind of traffic or on any kind of road.

Buick mechanically operated four-wheel brakes have proved their worth in the service of hundreds of thousands of Buick owners. They are the external contracting type. The brake bands operate on brake drums with large bearing surfaces and the drums are securely bolted to the wheels.

Longer life for tires

The braking system is designed to exert, automatically, slightly greater pressure on the rear brakes. In turning a corner the brake on the outside front wheel

automatically releases, permitting the wheel to run free and giving perfect steering control when turning a corner with the brakes applied.

Tires and brake bands both last longer because the wear is distributed over four tires and brake bands instead of two. The increased friction between the tires and the road provided by four-wheel brakes makes it possible to stop a Buick very quickly and provides the driver with an extra factor of safety.

The Buick hand brake

The emergency or hand brake on the Buick is of the internal expanding type, operating on the inside of the brake drums of the rear wheels. It is entirely independent of the four-wheel service brakes and is used principally when parking the car.

Buick brakes, like other units of the car, have been perfected by years of constant study and

research on the part of Buick engineers. They represent the highest development in this field.

Night driving is easier

Most drivers today use their cars at night quite as frequently as during the day. For this reason Buick has paid special attention to the lighting equipment of the Silver Anniversary Buick. The new headlights are very individual in design and add greatly to the smart appearance of the car. Their performance is fully in keeping with their appearance.

The headlights are the controllable beam type. For country driving the beams go directly out in front of the car lighting the road for a great distance ahead and for its entire width. By simply shifting a convenient lever on the steering wheel the beams are deflected down directly in front of the car. As they are still of the same strength there is a large flood of light that makes driving in traffic, or when other cars are met, much safer. Lamps, bulbs and other parts are stationary. The change in the direction of the light rays is made entirely by shifting the current from one filament to the other in the bulbs, aided by specially designed lenses built into the lamps.

Easy starting, even in cold weather

Easy starting is another point about driving the Silver Anniversary Buick that will appeal to every motorist. The circulation of the water in the radiator is controlled by a thermostat. The water does not begin to circulate until it has become warm, and the engine therefore warms up quickly. The thermostat also shuts off circulation of the water when the car is parked and keeps the warm water around the cylinders for a great length of time, so that subsequent starting is very easy.

The Buick starting motor is the positive mechanical type. Pressing down on the starting pedal pushes the

starting gear into mesh with the teeth on the flywheel before the starting motor gets into operation.

After the starting and flywheel gears are in mesh, a contact is formed with the switch mounted on top of the starting motor. This completes the starting motor circuit to the battery in a direct and positive manner, providing fast cranking of the engine, with greater breakaway torque, insuring effective starting especially in cold weather. The stronger battery of the Silver Anniversary Buick also contributes to easy starting.

The starter pinion is equipped with an over-running clutch which allows the flywheel to run ahead of the starting motor when the engine starts. The flywheel teeth are cut in a special hardened steel ring, with teeth chamfered for easy engagement with the starter.

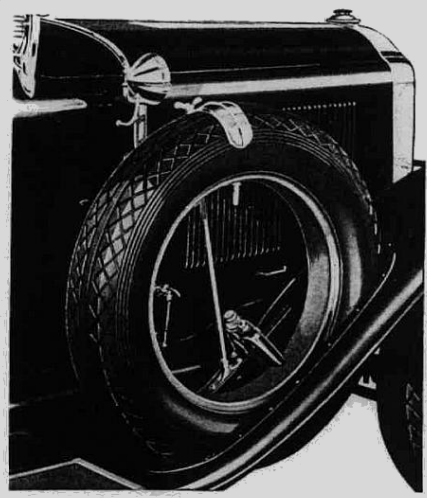
The starting motor is a separate unit from the generator. It is very powerful, positive in action, and practically trouble-proof. Easy

starting is one of the most desirable points in motor-ing. Buick, therefore, has given it special attention.

The Buick generator

The generator on the Silver Anniversary Buick is driven direct by the timing gears. It is very compact and efficient. It is equipped with a cut-out relay, which automatically disconnects the generator from the battery when it is not being driven at charging speed. This prevents discharging of the battery when the engine is idling or running slowly.

All high tension connections on the distributor and coil are in rubber ferrules, eliminating the possibility of water getting into the connections and causing short circuits. The Buick generator is of the very latest type and design. It is built as an integral part of the Buick Valve-in-Head six-cylinder engine. Its dependable operation is typical of all the units of the Silver Anniversary Buick.



Extra equipment, such as the side tire carrier, adds still further to the smart appearance of the Silver Anniversary Buick. The lock on the side tire carrier is very sturdy and neat in appearance

A CHASSIS *without* a rival

Rigid, straight, stronger—the foundation of performance and durability that are without equal in the world

TO make the Silver Anniversary Buick the greatest automobile value the world has ever seen, Buick first centered its efforts on the very foundation of automobile value—the chassis.

Twenty-five years of automobile building experience had already developed the Buick chassis to a point where further development seemed almost impossible. But thorough, detailed, untiring study and research pointed out steps by which the Buick chassis could be advanced so that it would be without a rival.

Thicker steel for frame

More than ever before, strength and durability are outstanding characteristics of the Buick frame, which

typifies the sturdiness and long life of every unit in the car. Buick frames are heavier, stronger, and more costly than the frame of any other car at anywhere near Buick's price. They are typical of Buick value.

Notable Buick advancements

A brief examination of the chassis of the Silver Anniversary Buick reveals a wealth of details that establish Buick superiority. And it is essential that anyone who is buying a car should make an examination of this kind.

The chassis is the foundation of the car. If it is not soundly designed and constructed no other details can compensate for this fact.

—[Continued on Page 37]



The strong, channel steel frame of the Buick is flanged both at the top and bottom, giving it still further strength and rigidity. More money is spent for Buick frames than for those of any other make of car anywhere near Buick's price

The Buick chassis is a revelation in automobile construction. Even the smallest details reveal Buick's thoroughgoing methods, and after making an examination it is easy to understand why Buick cars are so sturdy and why they remain in use for so many years.

The Buick chassis is now better than ever before, and it has always been noted for its rigid and substantial construction. Every part of it is designed by

the Buick Engineering Department which is one of the largest, if not the largest, maintained by any automobile manufacturer. This absolutely insures coördination of all units, and makes sure that each will perform in accordance with the burdens it is called on to bear.

The smaller pictures on the opposite page emphasize some of the many new Buick advancements.

IMPROVED STEERING GEAR. No other car is so easy to drive as the Buick. The steering gear nuts have three-point support and cannot get out of line. Steering is uniformly easy throughout the whole turning radius.

THE NEW BUICK GASOLINE PUMP. This assures positive fuel supply at all speeds. Even on the longest and steepest grade the flow of gasoline is not diminished. The pump eliminates the vacuum tank and never needs priming.

UNIVERSAL JOINT. There is only one universal joint on the Buick and this is automatically lubricated. It has been improved by using hardened and ground steel bushings, an advancement that is typical of the increased strength that marks every unit of the new Buick.

REAR AXLE SPRING SEATS. The rear axle spring seats have brass bushings, giving a secure and satisfactory fit. It is details such as this that show what pains Buick has taken to make the Silver Anniversary Buick the greatest value the world has ever seen.

TIMING GEARS. Larger timing gears, increased both in diameter and width, are used in the new Buick. The increase in size assures long life and freedom from rattles.

THE BUICK MULTIPLE DISC CLUTCH. Always famous for easy and positive operation, the Buick clutch is now smoother than ever. Waves are formed in the clutch plates so that the whole surface does not grab hold at once, but comes smoothly and gradually into position.

IMPROVED DIFFERENTIAL LUBRICATION. Oil carried up by the ring gear is deflected, by a baffle on the differential housing, directly into the differential gears, insuring positive lubrication at all speeds. This is typical of the advancements Buick has made throughout the chassis.

STRONGER FRAME. Heavier and tougher material is used throughout the Buick frame and it has been strongly reinforced at every point where there is extra strain.

Thicker, tougher metal is used in the new Buick frame. New cross members have been added. Drop-forged brackets have replaced malleable brackets, and in every detail the frame has been made stronger and more durable.

Flanges for greater strength

The deep channel steel sections that form the sides of the frame are now flanged both at the top and bottom, giving them far greater strength and rigidity.

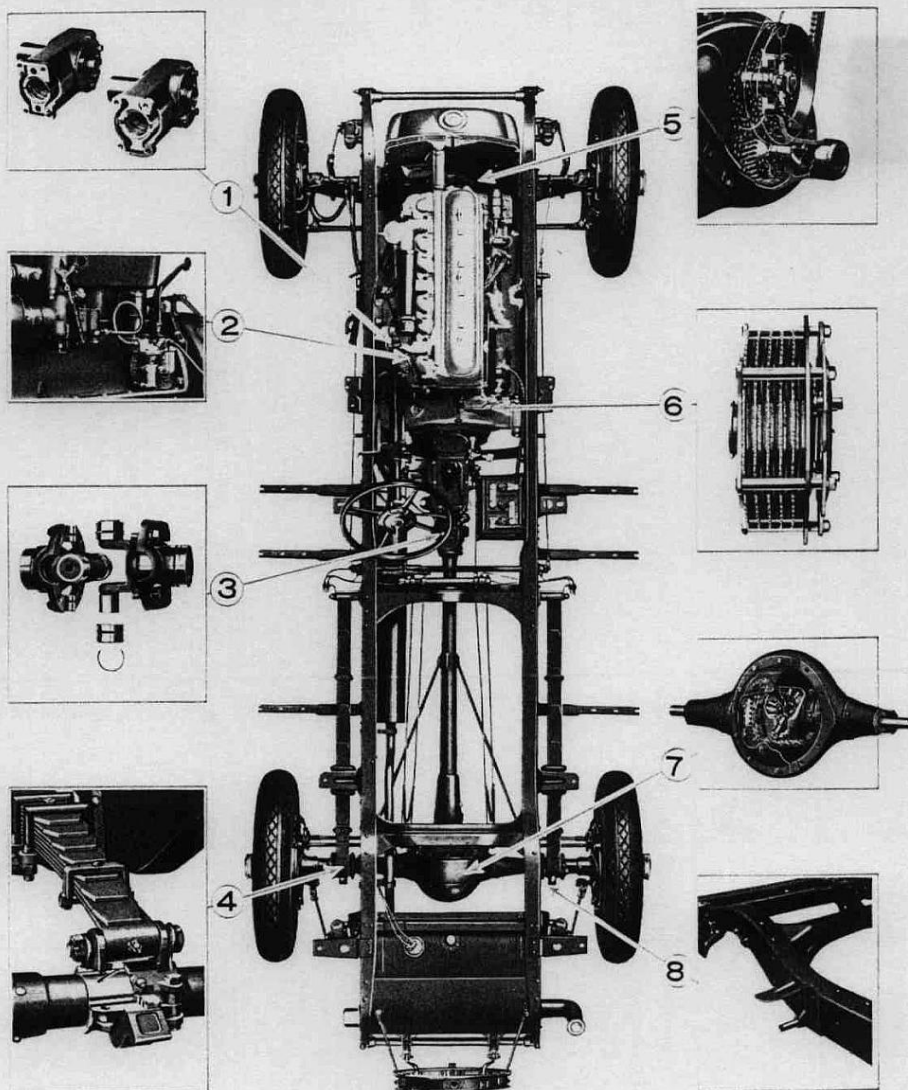
At points of extra strain, reinforcement has been

added. Exceptionally strong reinforcing has been given for the support of the front shock absorbers, and new and stronger brackets have been furnished for the rear shock absorbers.

Sidesweep in the side members of the frame has been eliminated. The frame is entirely straight and therefore very strong.

Double-drop gives low lines

The double-drop feature of the Buick frame is retained. This makes possible low, stylish body lines



STRENGTH
—a chassis without a rival

without reducing either head room or road clearance, and without reducing the size of the tires. This feature is an outstanding indication of how Buick builds from the very foundation in achieving new beauty and smartness.

Every detail aids in giving the new Buick a sturdy, rigid feel. The chassis is built to take hard punishment. It does not fear the roughest roads. And its strength and rigidity protect the body and the working units so that the life of the whole car is increased.

All the important, basic features that Buick has developed in the past are retained in the chassis of the Silver Anniversary Buick, such as:

- BUICK SEALED CHASSIS
- BUICK TORQUE TUBE DRIVE
- BUICK FLOATING TYPE REAR AXLE
- BUICK CANTILEVER REAR SPRINGS
- DROP-FORGED I-BEAM FRONT AXLE
- EFFICIENT HARRISON TYPE RADIATOR
- CENTRALIZED LUBRICATION
- BUICK FOUR-WHEEL BRAKES

Every working part is sealed

The sealing of the Buick chassis is of fundamental importance to the motorist. Every working part of the Buick is sealed against water, dust, mud, and other foreign matter that would mar performance and shorten the life of the car. Lubrication is sealed in. Every working part is always completely and adequately lubricated.

The Buick torque tube drive is another vitally important point and is described in detail on another page.

Only one universal joint

One outstanding advantage of the torque tube



A point typical of Buick's superior construction is apparent in the lubrication of the differential gears. Oil carried up by the ring gear is deflected, by a baffle on the differential housing, directly into the differential gears. Thus positive lubrication is assured at all speeds

this outstanding advantage, Buick has greatly improved the construction of this single universal joint. Hardened and ground steel bushings are used and the joint has been strengthened in other ways, giving it exceptionally long life and serviceability. This is typical of the extra value in the new Buick.

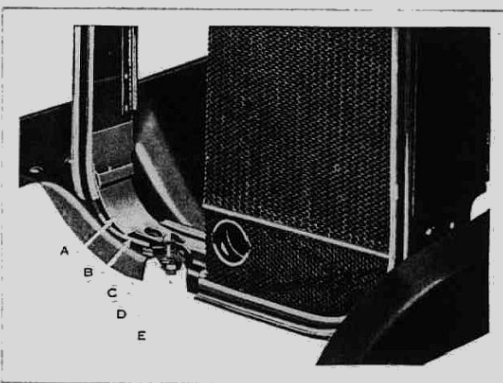
Floating type rear axle

Buick has retained and improved the floating type rear axle. With this type of axle the wheels are mounted on smooth running roller bearings which fit over the rear axle housing. None of the weight of the car is borne by the axle shafts. The whole weight is taken by the housing and the shafts are free to turn the wheels without the extra strain of supporting the car. This provides an extra margin of safety and reduces the possibility of broken axle shafts to the minimum,

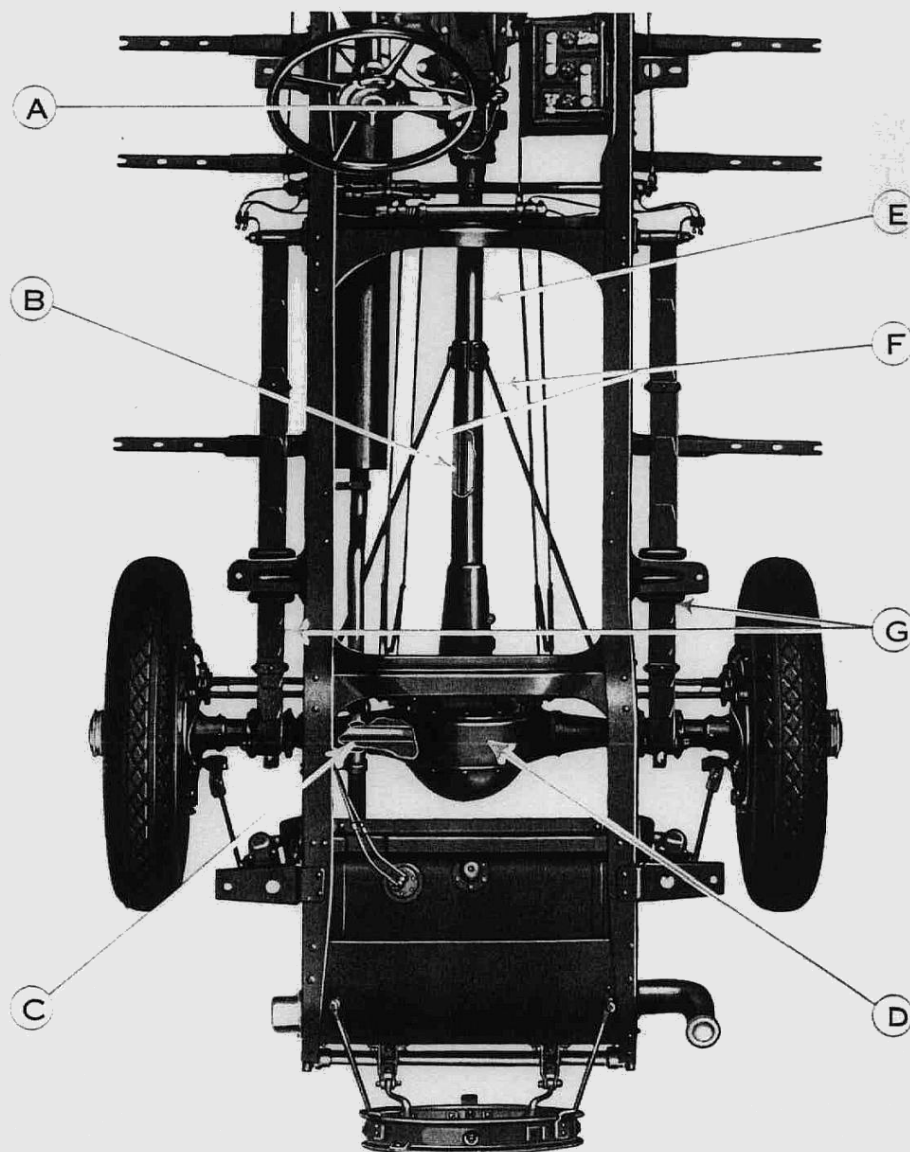
another of Buick's many points of superiority.

Why axle is stronger

The degree to which Buick has now improved and strengthened this axle can be judged from such points as these—axle housing and axle tubes are increased in diameter—fifty per cent increase in strength of metal used—driving shafts increased in size—ring gear is increased in diameter—differential housing is increased in size and strength—tougher,

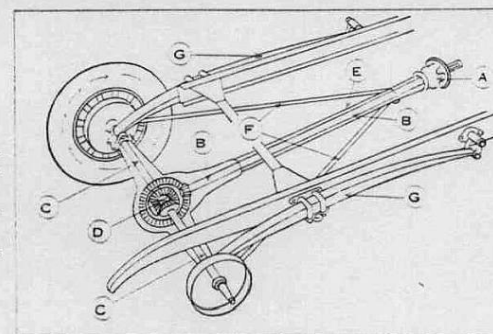


The Buick radiator is bolted to the front cross member of the frame in such a way as to minimize shocks. This sturdy construction is very neat in appearance. (A) The core anchorage tie; (B) the radiator strap; (C) the cross member of the frame; (D) shims; (E) strap bolt assembly



DEPENDABILITY
—the famous Buick torque tube drive

A—Buick's one universal joint—automatically lubricated.
B—Drive shaft—entirely enclosed.
C—Axle shafts—entirely enclosed.
D—The differential.



E—The torque tube—enclosing the drive shaft.
F—Strut rods—holding torque tube and rear axle housing in rigid alignment.
G—The springs.

The famous Buick torque tube drive

AN automobile is driven by the power from the engine transmitted to the rear wheels. The wheels in turning push the car forward. In many cars this pushing force is transmitted to the frame through the rear springs, which thus do double duty, driving the car and absorbing road shocks.

Another disadvantage is that the springs being flexible do not hold the rear axle and the drive shaft in rigid alignment. To overcome this difficulty a universal joint is used at each end of the drive shaft. Both these joints need frequent lubrication and they are difficult to reach.

In the Buick the driving force of the rear wheels is transmitted by the torque tube, which completely encloses the drive shaft. The rear springs are relieved of all driving strain and they are designed for the sole purpose of giving easy riding.

The torque tube forms a single unit with the rear axle and further rigidity

is given by two strong strut rods. The drive shaft and the rear axle are thus always in perfect alignment, and only one universal joint is needed. This is automatically lubricated from the transmission and requires no attention from the owner.

The advantages of this Buick feature are—easier riding, easier handling on rough roads, and greater ability to pull out of bad places.

The torque tube construction on the Buick is more expensive to manufacture, but it eliminates trouble and expense for the owner.

Buick at no time builds a car to meet a price. It builds according to the best type of construction that is known and, by reason of its great volume of sales, it is possible for Buick to build this type of car to sell at a price that would be absolutely impossible if only a few thousand cars were made each year. Not how cheaply, but how well can we build, is Buick's motto.

bolts are so spaced that frame distortions, due to road shocks, are reduced to a minimum before being transmitted to the radiator. The shell supporting the radiator core is strongly reinforced at the bottom.

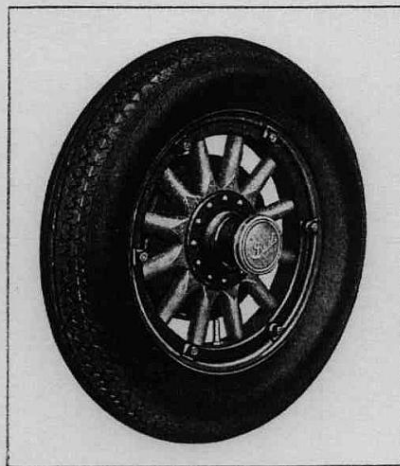
Smart, sturdy wheels

The wheels of the new Buick show the same refinement and advancement that mark other parts of the car. They are very sturdy in construction and appearance. The spokes are shorter and sturdier and the hub flanges are larger and have shells and caps of striking design that greatly add to the fine appearance of the car. The sharp corners, usually required for easy removal of hub caps, are eliminated. A new type of wrench furnished with the car makes them unnecessary, and makes possible the distinctive design.

Reduced diameter of the wheels makes possible the use of larger tires. The outside diameters are the same as formerly but the tire sections are deeper. Greatly improved riding, with no sacrifice in road clearance, is the result.

Special equipment

Striking new designs in demountable wheels are furnished as special equipment. They add greatly to the smart appearance of the cars. They have been specially designed in relation to the lines and the colors



A close-up view of the sturdy wheel and tire. The diameter of the wheel has been reduced, making the spokes short and sturdy. The tire section has been increased so that there is no sacrifice of road clearance. These changes give longer life and massive appearance. The new hub cap is a distinctive feature

of the cars so that they blend into the general appearance with complete harmony.

Sturdy mounting for headlamps

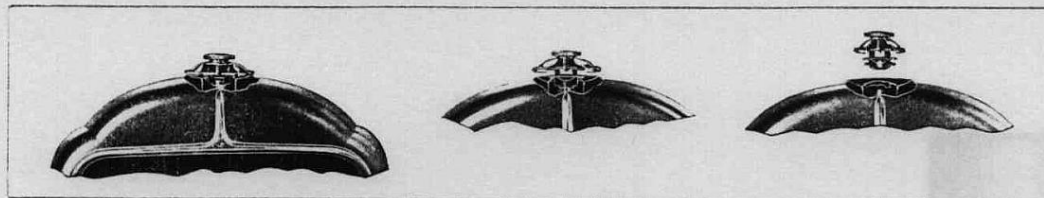
The strong construction of the Buick chassis is noted also in the mounting for the new Buick headlamps. The lamps are supported by sturdy, chrome-finished posts, strengthened by the tie rods built up of well formed malleable brackets and tubing—a very strong and rigid construction. The lamps are very easy to adjust.

The characteristic strength of the Buick is apparent also in the front fender supports. The fender arms have been made much stronger and the fenders have been greatly reinforced at the point where they

join the running boards. Buick sturdiness is also indicated in the new finish of the running board. A deep, special shaped, polished aluminum binding is used along the outer edge, contributing greatly to the massive appearance of the car.

Sturdiness, dependability, long life

Scores of other details might be mentioned, unimportant in themselves, perhaps, but together achieving that outstanding superiority which is every Buick's goal. Sturdiness, dependability, long life—these are the contributions that the chassis makes to the Silver Anniversary Buick.



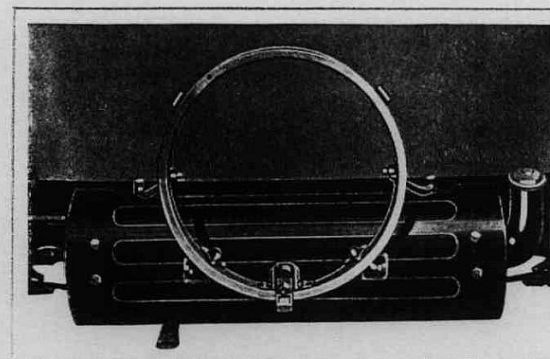
These three views show the method of removing the new Buick radiator cap. The top of the cap is first screwed up and the whole cap is then given a 90-degree turn and lifted out. It fits very securely but is easily removed. The first picture shows the cap in closed position. In the second picture the cap is screwed up. The third picture shows the cap turned 90 degrees (a quarter turn) and lifted out

Many advancements that mark the chassis and the other units of the Buick car will never come to the attention of the average owner. He will know only that he is enjoying better performance and that his car is revealing unusual strength and sturdiness. But the mechanic or the engineer who makes a thorough study of every part will see at once that the Silver Anniversary Buick sets up entirely new standards in every phase of automobile designing and construction.

Value where it counts most

From the standpoint of advertising, as many people view it, Buick would have been better advised to center its advancements on more spectacular features—points that could be readily seen and talked about; accessories, novel in appearance, if not of much practical use. But it is not Buick policy to build "talking points" into its cars. Instead it builds value.

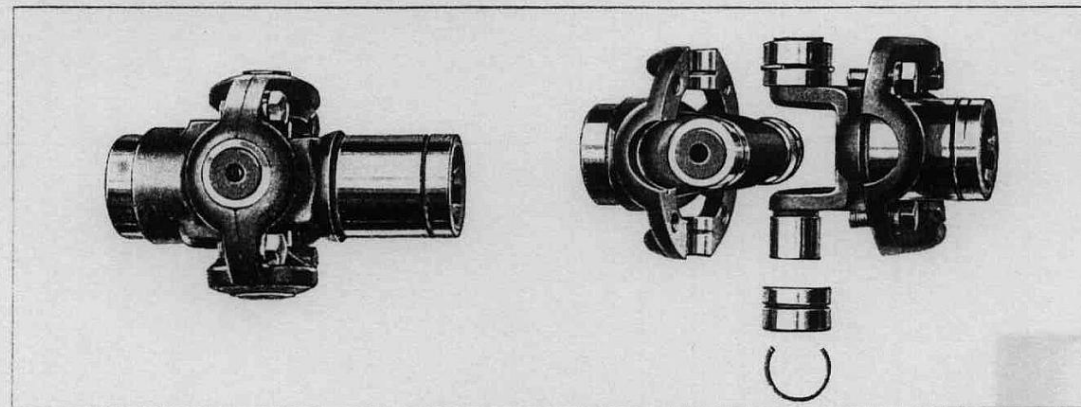
Many of the advancements that Buick has made are not spectacular. Even photographs and lengthy descriptions would not do them justice and even view-



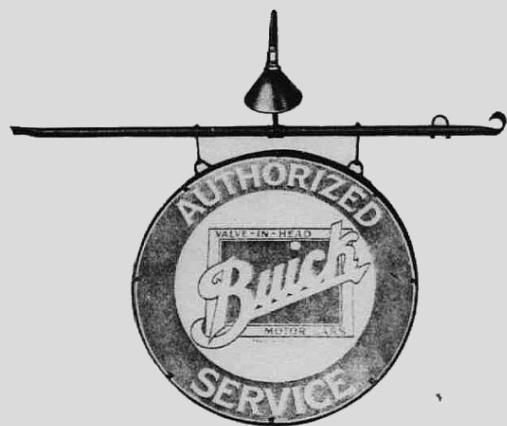
The new tire carrier shows how Buick has considered every detail in achieving grace and beauty. The carrier is set at an angle harmonizing with the lines of the car. Instead of being flat it is shaped like the rims of the wheel, giving a secure hold for the spare tire

pride in the performance of his car as a whole. He will give it severe tests. He will run it day after day in all kinds of weather. And he will marvel at its sturdiness and dependability.

That is what brings satisfaction to Buick. It is content to forego the brief satisfaction that comes from advertising some few spectacular features, that may not actually mean much, and to await the greater satisfaction that comes in expressions from owners who have enjoyed thousands and thousands of miles of superior performance. So while we point out various features it is not with the idea of centering attention on any one of them. Buick's reputation rests on the Silver Anniversary Buick as a unit.



There is only one universal joint on the Buick. It connects the drive shaft to the transmission and is automatically lubricated from the transmission. In conformance with the extra power of the new Buick, the universal joint has been made much stronger by the use of hardened and ground steel bushings



BUICK Nation-wide *Authorized* SERVICE

*Seldom needed but always available—
Buick Authorized Service adds still more
to Buick's amazing value*

EVERY car needs service from time to time. The need may arise when you are many hundreds of miles from home. If adequate service—including genuine spare parts—is not available near by, the motorist may suffer annoying inconvenience and delay.

For the Buick owner, Authorized Service is available everywhere. It is one of the things that makes Buick value so outstanding. No matter where you may travel there is always a Buick Authorized Service Station close by. Genuine Buick parts are available, and men skilled in Buick construction are prepared to give prompt, courteous, and reasonably priced service.

Buick Authorized Service has been developed just as carefully as the Buick car itself. Through a system of branches and distributors every dealer is kept closely in touch with Buick policies and Buick developments. Special Buick tools and special Buick machinery are supplied to make it possible for the dealer to give the best of service in the shortest time. In addition to this, special training is offered to the dealer's employees so that they may become thoroughly skilled in their work.

The owner of a Silver Anniversary Buick will seldom need service but he will have satisfaction in knowing that it is always available if need does arise.

A used Buick is the *next* best buy to a *new* Buick

The Buick dealer is in business to stay—it is to his best interests to give you a fair used car deal—see the Buick dealer when you need a used car

BECAUSE the value of having two or more cars in the family is now so widely recognized, many Buick owners will keep their present cars when they buy a Silver Anniversary Buick.

In spite of this, however, the attractiveness and the amazing value of the Silver Anniversary Buick, will result in many Buick models of previous years reaching the used car market.

This opens a wonderful opportunity in used cars. Thousands of miles of service mean nothing to a Buick. The cars that are now being traded in are good for years to come. Next to a new Buick they are the best buy on the market. They have all the basic Buick features that mean so much in motoring satisfaction—long wheelbase—comfortable, roomy bodies—wonderful power from the Buick Valve-in-Head engine—Buick's torque tube drive—multiple disc

clutch—four-wheel brakes—a score of features that are combined in no other car.

Your satisfaction will be still further assured when you buy your used car from a Buick dealer. The Buick dealer is in business to stay. It is to his best interests to give you a fair used car deal. Only in this way can he be sure that when you need another car you will consider purchasing it from him. The Buick dealer, therefore, stakes his reputation and his business future on every used car he sells.

Make your family a two car family. Keep your present car when you buy a new Buick. Or buy a used car from a Buick dealer to use as your second car. The extra convenience and pleasure will more than offset the moderate cost. Thousands of people are now following the two car plan. Ownership of two or more cars pays big dividends in extra health and happiness.



In brief

The SILVER ANNIVERSARY Buick

Specifications

THE BUICK MASTER SIX SEDAN—Five-passenger two-door; 116-inch wheelbase. *Model 20.*

THE BUICK MASTER SIX PHAETON—Five-passenger; 116-inch wheelbase. *Model 25.*

THE BUICK MASTER SIX BUSINESS COUPE—Two-passenger; 116-inch wheelbase. *Model 26.*

THE BUICK MASTER SIX SPECIAL COUPE—Four-passenger; 116-inch wheelbase. *Model 26S.*

THE BUICK MASTER SIX SEDAN—Five-passenger four-door; 116-inch wheelbase. *Model 27.*

THE BUICK MASTER SIX CLOSE-COUPLED SEDAN—Five-passenger four-door; 121-inch wheelbase. *Model 41.*

THE BUICK MASTER SIX SPORT ROADSTER—Four-passenger; 121-inch wheelbase. *Model 44.*

THE BUICK MASTER SIX BUSINESS COUPE—Two-passenger; 121-inch wheelbase. *Model 46.*

THE BUICK MASTER SIX SPECIAL COUPE—Four-passenger; 121-inch wheelbase. *Model 46S.*

THE BUICK MASTER SIX SEDAN—Five-passenger four-door; 121-inch wheelbase. *Model 47.*

THE BUICK MASTER SIX TOURING—Seven-passenger; 129-inch wheelbase. *Model 49.*

THE BUICK MASTER SIX SEDAN—Seven-passenger four-door; 129-inch wheelbase. *Model 50.*

THE BUICK MASTER SIX LIMOUSINE—Seven-passenger; 129-inch wheelbase. *Model 50L.*

THE BUICK MASTER SIX CLOSE-COUPLED SEDAN—Five-passenger four-door; 129-inch wheelbase. *Model 51.*

THE BUICK MASTER SIX DE LUXE CONVERTIBLE COUPE—Four-passenger; 129-inch wheelbase. *Model 54CC.*

THE BUICK MASTER SIX SPORT PHAETON—Five-passenger; 129-inch wheelbase. *Model 55.*

THE BUICK MASTER SIX SEDAN—Five-passenger four-door; 129-inch wheelbase. *Model 57.*

THE BUICK MASTER SIX COUPE—Five-passenger; 129-inch wheelbase. *Model 58.*

ENGINES—116-inch wheelbase models, 74 h.p., Buick Valve-in-Head, six-cylinder, triple sealed. Bore $3\frac{5}{8}$ inches. Stroke $4\frac{5}{8}$ inches. Piston displacement 239 cubic inches. Maximum car speed well over 70 miles an hour. *Rear axle ratios*—Models 20 and 27—4.9 to 1. Model 25 4.454 to 1. Models 26 and 26S—4.636 to 1. *Wheels*—Wood artillery type, 20-inch rim. *Tires*—30 x 5.50-inch low pressure. *Gasoline tank capacity*—16 gallons. *Turning circle*—38 feet.

ENGINES—121 and 129-inch wheelbase models, 90½ h.p., Buick Valve-in-Head six-cylinder, triple sealed. Bore $3\frac{5}{8}$ inches. Stroke 5 inches. Piston displacement 309 cubic inches. Maximum car speed well over 75 miles an hour. *Rear axle ratios*—Models 41, 47, 50, 50L, 51, 57 and 58—4.636 to 1. Models 46, 46S, 49 and 54CC—4.454 to 1. Models 44 and 55—4.077 to 1. *Wheels*—Wood artillery type, 20-inch rim. *Tires*—32 x 6.50-inch low pressure. *Gasoline tank capacity*—19 gallons. *Turning circle*—121-inch wheelbase—42 feet; 129-inch wheelbase—44 feet.

ALL MODELS—New instrument panel; new steering wheel and controls; new tail lamp, mounted at side; front compartments completely trimmed, rubber mats for floor; hydraulic shock absorbers, front and rear; centralized chassis lubrication; adjustable steering wheel; vibrator horn; hydrostatic gasoline gauge, water temperature gauge on instrument panel; lock mounted on steering post; combination tail lamp, stop lamp, and back-up lamp; four-wheel brakes; four low pressure tires; controllable beam headlights, with control switch on top of steering wheel; air cleaner; oil filter; gasoline strainer; crankcase ventilator; new type tire carrier for one tire only, with extra demountable rim; double screw type jack; high pressure grease gun; tool kit; pump; rear vision mirror; dual lighting of instrument panel and front compartment.

CLOSED MODELS—Adjustable driving seats; side cowl ventilators; new type luxury seat cushions; nickel-finished foot rest in rear compartments; high grade, velvet pile carpets; double-blade, electric windshield wiper. Model 54CC double-blade wiper not electrically operated.

OPEN MODELS—Full, ventilating windshield, upper part adjustable, and whole shield folds forward if desired; side, cowl ventilators except on Model 25; special finish, leather upholstery; neat, leather robe straps; natural wood bows for tops; tailored dust cover; side curtains with large pyralin lights, fitting conveniently into large door pockets; rear deck compartments fully trimmed; rubber mats for floor; single-blade wiper not electrically operated.

SPECIAL EQUIPMENT—Demountable wood, wire, and disc wheels; fender wells for spare tires; special locks and supports for fender well mountings; folding trunk racks; chrome-finished bumpers of special design; spare tires are special equipment.

All statements in this book have been checked but are subject to correction